Atlanta 3, Georgia
October 7, 1944

Radio Round-up on food...

A Service for Directors
Of Women's Radio Programs

CIVILIAN FOOD OUTLOOK

Now that the year's in the last quarter stretch, your listeners may be interested in knowing how much food they'll get. The War Food Administration's Office of Distribution says that the share of agricultural products going to the folks at home the rest of 1944 will be enough to provide substantial and nutritious diets. There'll be less dairy products and pork than were on the market the last quarter of 1943...but these reductions will be offset by ample supplies of most staple foods. Taking the commodities one at a time we find:

MEAT

Approximately 4,180 million pounds have been allocated to civilians for the October through December period. That's about 50 million pounds less than during the past three months. Very small quantities of the top grades of beef will be available. This doesn't need to make any difference in the diet though, because lower grade meat (commercial and utility) is as nutritious as the higher grades. The utility grade's lean and not as satisfactory when prepared by familiar roasting and broiling methods.... but it does lend itself to braising or pot-roast methods of preparation. The trick's in knowing how to prepare it properly.

There won't be as much pork available the last three months of the year as homemakers bought in the last 3 months of 1943 and the first part of 1944. The amount of lamb and mutton will also be less than consumption in the same quarter a year ago. However, for 1944 as a whole, meat consumption will be higher than in any year since 1934, with a per capita consumption presently estimated at more than 141 pounds.

War Food Administration
Office of Distribution

DAIRY PRODUCTS

In the last quarter of 1944 civilian supplies of dairy products will be smaller than those in the same period last year, except for some increase in condensed skim milk and substantial increases in nonfat dry milk solids.

Fluid milk supplies are expected to be short of demand in many milk marketing areas. And dealers' quotas may have to be dropped below 100 percent of their June 1943 sales. (That's the base period for determining the amount of milk dealers may now sell). If there's a change in quotas it'll be due to high military requirements. The Army has requested 50 percent more evaporated milk, more than twice as much whole milk powder, and increased quantities of cheddar cheese over last year. Light cream will also continue short.

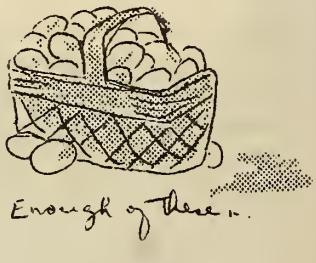
Butter supplies will become tighter as production has been running about 10 percent below last year. As the butter allocation's now figured, the civilian supply, if distributed equally, would amount to about 2.8 pounds per capita on the October through December quarter as compared with 2.9 pounds (consumed) in the same period last year.

Whole Milk Cheese will continue limited on American tables because military and Lend-Lease needs are still high. The civilian allocation for the rest of the year remains as it was the last three months...155 million pounds.

Cottage Cheese may be more ample in those areas where there are large local supplies of nonfat dry milk solids. The War Food Administration has removed the quotas now on the amount of cottage cheese that can be made. There are good supplies of skim milk, although butter fat continues short.

POULTRY PRODUCTS

The remaining months of the year see the seasonal low production period for eggs, but supplies of shell eggs for civilians in the last three months of 1944 will be as large as they were in 1943. Some of the eggs will be coming from storage stocks. There'll be plenty of Grade B and C eggs available to civilians during these three months. These B and C eggs are as good for cooking as the A grade and are of the same approximate food value.



The supply of chickens will be somewhat smaller than in the fourth period of 1943. Approximately 20 percent less chickens were raised this year

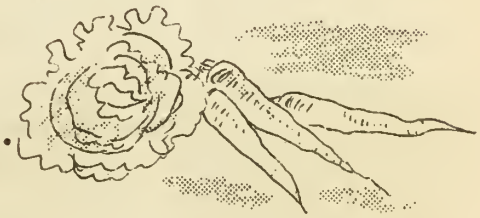
than last, but cold storage holdings are high and may be available to offset part of the reduced marketings.

Production of turkeys in 1944's now estimated to be over 8 percent above that of 1943. Military requirements are higher this year...so the supply available for civilians in the fourth quarter of 1944 will be only a little larger than in 1943.

FATS AND OILS

All types of edible fats and oils (excluding butter) are expected to be ample to fill civilian demands.

VEGETABLES



Leafy, green and yellow vegetables will be in good supply. Sweet and Irish potatoes are expected to be adequate, although the crops of these are not as large as last year. The indicated crop of late summer onions is 51 percent larger than the near average crop of 1943 and exceeds the previous high production of 1939 by slightly more than 3 million sacks. During the next few months, onions of the sweet Spanish variety from the Western States will be particularly plentiful and should be recommended to the homemaker. Large stocks of storage onions will be coming to the market at the first of the year.

The removal of rationing controls from canned vegetables (except tomatoes, tomato juice and tomato catsup) is expected to mean that homemakers will use more canned vegetables in the fourth quarter of 1944 than for the corresponding quarter of 1943. Moreover, consumers bought heavily during the early summer months when most canned vegetables were point free and some of these purchases remain on pantry shelves. Large supplementary supplies will also be available in the form of home canned vegetables. Particularly significant is the home canning of tomatoes and green beans. Civilians supplies of frozen vegetables for the coming quarter will be about the same as for last year.

FRUITS

Fresh citrus fruit during the fall and winter quarters will equal and perhaps exceed the favorable supplies of last year. Except for Arizona grapefruit, the citrus crop conditions surpass those of last year.

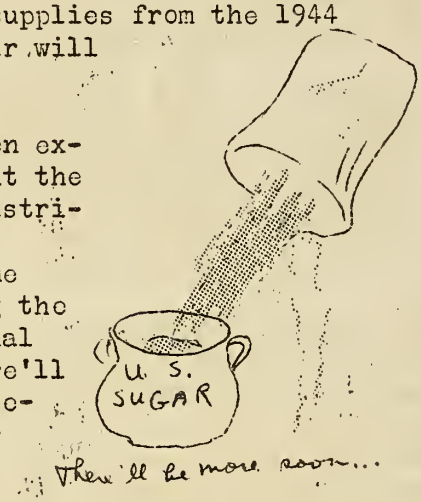
Apples, pears and grapes are the major deciduous fruits for the coming quarter, and all will be more plentiful than a year ago. Favorable prices and a generally tight storage situation will tend to encourage early marketing of both the apple and pear crops. Fresh cranberries will be about 60 percent short of last year, and with the Army getting a large share, civilians can expect limited supplies on the market.

However, civilian supplies of bananas may increase as much as 15 percent in the fall quarter because of the removal of shipping restrictions on this fruit. The supply of commercially canned deciduous fruits and the supply of frozen fruit will be about the same as the last quarter of 1943, but the greater availability of fresh fruit this summer and fall has resulted in a larger supply of home canned products.

Dried fruit supplies again will be limited principally to raisins and prunes, although small quantities of some of the other fruits will be available. Raisin and dried prune supplies for civilian use will be slightly more plentiful during the October - December quarter than last year.

CANE AND BEET SUGAR

The sugar situation should improve toward the end of the year. The bulk of the fruit canning will be completed and the demand for sugar for this purpose will decline. In addition, supplies from the 1944 domestic production of both cane and beet sugar will become available for distribution.



The immediate "shortage" situation we have been experiencing is not a shortage of raw sugar, but the inability of sugar refineries to refine and distribute sugar at a rate rapid enough to meet the seasonal peak demand. More sugar's used in the July-September period than in any other during the year because the bulk of the home and commercial canning's done during the summer months. There'll be no reduction in the level of the direct household ration, which provides 5 pounds of sugar every two and a half months.

DRY BEANS AND PEAS

Supplies of these staple foods will be sufficient to continue unrationed distribution. Dry beans, in fact, will be about 5 percent more plentiful.

GRAIN PRODUCTS

The supply of grain will be adequate to meet...in full...demands for grain products for civilian foods; domestic feed and industrial requirements (except for barley for malt), unrestricted exports (except for rice and barley), large quantities for relief feeding and safe year-end stocks.

FISH

Supplies of fresh and frozen fish will be more plentiful than in any corresponding period in 1943 and more than so far has been available in

1944. With the success of our anti-submarine warfare, and the release of fishing boats by the Navy fishing operations, supplies of fresh and frozen fish have been brought close to pre-war levels. Because of a tight cold storage situation, a substantial portion of this supply must be moved into consumer channels in the immediate future. Supplies of canned fish will be smaller this year than in the last quarter of 1943.

UNITED NATIONS WRITE A FOOD CONSTITUTION

Representatives from 44 of the United and Associated Nations have just finished work on a constitution which provides for the first permanent international organization to deal with long term problems in food and agriculture.

This constitution for the Food and Agriculture Organization of the United Nations is the work of the Interim Commission...appointed in June 1943 by the Hot Springs Conference.

> When 20 nations have accepted the constitution, the Interim Commission will call the first meeting of the Food and Agriculture Organization. As its name implies, FAO is a union of nations working together to meet the needs of mankind for the products of the soil and the sea. It'll have permanent responsibilities on such long term problems as food and fiber, and nutrition for peoples throughout the world. Unlike UNRRA, this organization will not be directly concerned with relief.

How It'll Work

The governing body of the FAO will be a general Conference, which will meet at least once a year. Each member nation will have one voting representative in this conference and all will have equal voting rights. The constitution provides for an excutive committee of nine to fifteen members, and for standing advisory committees in major fields of the Organization's work. The administration will consist of a director-general who will be the responsible head of the Organization, and an international staff selected for technical competence in various branches of the work.

The location of permanent headquarters will be decided by FAO itself. Until the decision's made, the temporary seat is to be Washington, D. C. Regional offices may be estdblished at various parts of the world. The FAO budget for the first year is set at two and a half million dollars, with member nations paying according to their relative economic ability.

Representatives who have drawn up the constitution believe there's no better focal point for lasting international collaboration than on the problem of food, because it directly affects the lives of over two thousand million people.

"PEPPERMINTED" IN U.S.A.

Even supplies of that old-fashioned flavorina...peppermint...have been affected by the war.

Before the attack on Pearl Harbor, America grew only enough of this pungent, aromatic mint to meet the necessary demands for flavoring in confections, chewing gum, dentifrices and pharmaceuticals. Menthol... which is extracted from peppermint and used in the manufacture of cough medicines, liniments and cigarettes ...was imported from China and Japan prior to the war.

With these supplies of methol cut off, the War Food Administration asked American farmers to increase production of peppermint. To see that available supplies went as far as possible, industrial users were allocated certain quantities of oil of peppermint...based on the amount they used in 1941.

Peppermint States

States now leading in the growing of peppermint are Michigan, Indiana, Oregon, Washington, California and Ohio. Production this year for oil of peppermint is expected to reach 1,144,000 pounds. In the eight years between 1935 and 1942 the average production was slightly over one million pounds a year. Increased production in 1944 has made larger quotas possible for industrial users.

CORN CHATTER

Add this to your historical data on foods. Corn...one of our many heritages from the Indians...is a part of the history of American civilization. One of the oldest of known foods...grains of corn have been found by archéologists even in ancient tombs in Mexico and Peru... tombs said to have been sealed more than two thousand years ago.

Indians were cultivating large areas of corn when the first of the English settlers founded Jamestown...and when the Pilgrims landed at Plymouth in 1621. From the Indians, these first Americans learned to plant, fertilize and cultivate this grain...a food that kept them and their animals from starvation during their first few years in this country.

The term "maize" originated when these early settlers attempted to pronounce the Indian name used to designate the grain. But...according to a custom of the Old World of calling any small grain "corn," these people soon dropped the Indian name in preference to corn. It's been known by many another name...Turkish corn...Roman wheat...Sicilian wheat...Indian wheat...Spanish wheat...Barbary wheat...Guinea wheat... and Egyptian wheat.

FRESH FOOD ROUNDUP

Most attractive of dinner table center-pieces these fall days are fruit bowls...filled with fresh fruit that can be eaten for a healthful dessert at the end of the meal. And apples...colorful and popular with everyone from Junior to Grandfather...should be taking a prominent place in those fruit bowls these days. They're the most plentiful of fresh fruits currently...with large supplies of reasonably priced eating apples...namely Grimes Golden and Delicious...available. Cooking apples, too, including Rome Beauties and Northwestern Greenings, are in adequate supplies at reasonable prices.

Citrus fruit is coming into its own again as the Vitamin C replenisher for your listeners' menus. Increasing supplies of both oranges and grapefruit are coming to market from Florida citrus groves...and there're still light supplies of California oranges on Southern markets. A few grapes, at prices not too high for an occasional treat, are selling in most sections. And...as a prelude to the holiday season...light supplies of cranberries are beginning to make an appearance at markets.

Vegetable staples of potatoes...cabbage...onions...and greens top the list for best buys of the week at the fresh vegetable markets. Plenty of Irish potatoes continue selling at more than reasonable prices, while sweet potatoes are increasing steadily in supplies, and selling at prices that fit a modest budget. Onions, of course, though the Victory Food Selection on that pungent food's over, continue in heavy supply, and the price is even lower than it's been. Cabbage is plentiful. It's cheap...and movement from market to your homemaker's kitchens is slow, despite its many uses as a hot vegetable dish, or served raw in salads.

Field peas are in adequate supplies...as are butter beans and pole beans. Snap beans, though their peak season is past, continue in plentiful supplies. Plenty of tomatoes of fair quality are selling at slightly cheaper prices than they were last week. Greens...including collards and turnip greens...are increasing towards their peak winter season.

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The Fresh Food Roundup is based on general supplies and movements of fresh fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

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Atlanta 3, Georgia
October 14, 1944

Radio Round-up on food...

A Service for Directors
Of Women's Radio Programs

SOYA BREAD FOR GREECE

Another kind of ammunition is shipped...

Ships that carry soybean products from America to our Allies and friendly nations across the seas carry a weapon that fights the ravages of war.

Soybeans are rich in fat and protein. Children need protein to grow. Healthy adults and children need protein to stay healthy. And run-down bodies need protein to regain health and build up resistance to disease.

Those are the reasons why Greece has requested soya flour from this country. And through the Swedish-Swiss Relief Commission, we're now sending them 250 tons a month.

When the request for soya products for Greece came to the Office of Distribution, War Food Administration, it was thought that a recipe should go with the soya so that the best use of the product could be made. Soya specialists in the War Food Administration recommended that the soya flour be used in making bread...along with wheat flour milled in Greece. So a formula was set up. Then the bread had to be baked under conditions as nearly as possible to those in Greece. The War Food Administration contacted two small Greek-operated bakeries...one in Rochester, New York, and another in Washington, D. C....both of which bake hearth bread in the same manner as bakers do in Greece.

The purpose of the baking experiments was to get a loaf of bread that would compare in odor, texture, color and flavor to the wheat loaf... used by the Greeks...and yet give the added nutrition of soya. Standard hearth loaves were made first of whole wheat flour comparable to the flour

War Food Administration
Office of Distribution

milled in Greece. Then loaves were made with 5 percent of the whole wheat flour substituted with soya, and again with 10 percent of the flour substituted with soya. No change was made in the amount of yeast and water.

Tests in Baking

The first of the two baking tests was run in the Rochester bakery. The three types of bread were baked according to formula by the Greek baker in a hearth-type oven. These samples were taste-tested in the home of the baker where his 80 year old mother, and mother-in-law live. These elderly women lived in Greece most of their lives and said that the bread compared very favorably to that of their native country. They said the addition of soya had not changed the flavor.

The second experiment was made in Washington, D. C. based on changes thought necessary after the Rochester test. The bakery was owned by a man whose family in Greece have not been heard from in over three years. For this reason, the baker had a personal interest in the test as a service to the people of his native land.

...And What They Found

In contrasting the three types of Greek bread...without soya, with 5 percent soya and 10 percent soya...there was not enough difference found to affect taste-acceptability. Several food specialists from the War Food Administration, UNRRA, and FEA who tried the samples preferred the bread with 10 percent soya.

There's protein in wheat flour as well as in soya, but when the two flours are combined, they provide a product that's superior nutritionally.

Soya for Greece will also be shipped as an ingredient in stews, spaghetti and dry soup mixes.

The amount of soy-enriched soups, stews and spaghetti now shipped is sufficient to provide about four servings a month to every Greek citizen.

FISH ON ICE

Total stocks of fish now in commercial storage in the Midwest, New England, Pacific, Atlantic, and Gulf States have reached an all-time high. The inventory in September totaled over one hundred and twenty-three million pounds.

Previously the largest quantity of fish ever reported in storage was 117 million pounds...the amount held on December 1, 1941. With the submarine threat smashed and with the return of more fishing vessels to the industry from our Navy, the fishermen of this country have made an all-out effort to see that Americans get plenty of protein food.

However, there's a "catch" to this large stock on hand. The heavy catches are normally made in the fall months. New shipments of fish will be coming in to our ports and there'll be no storage space for them since available freezers are just about filled to capacity. Now's the time for home-makers to be placing orders for mackerel...whiting ...cod...haddock...rosefish...croakers...flounders...hake...lake herring...and other fish.

The holdings of mackerel total over 11 million pounds, compared with an average stock at this time of 7 million pounds. Holdings of whiting increased by 3 million pounds during August. Salmon stocks are up about 4 million pounds in the same month, though this is about the normal seasonal increase. There's also an ample supply of halibut.

Fresh Water Varieties

Among fresh water species, stocks of frozen lake herring are about six times as large as last year and the new herring season's only a few weeks distant. Whitefish, blue pike, lake trout and most other lake and river species also show increases over last year.

Fishery products provide a variety and quality of nutrition factors found in few foods. They're excellent sources of protein, are rich in vitamins, and contain minerals both in quantity and variety. Some fish also contain considerable fat. Because of the medium in which fish live, tough strong muscles are not necessary and consequently the flesh is tender.

You may wish to check on local supplies and then suggest on your program recipes for using our bountiful supply of salt and fresh water fish.

EXTENDED ENGAGEMENT FOR ONIONS

Onions are still plentiful, though they ceased to be a Victory Food Selection October 7. Harvesting in the western producing areas of sweet, mild type onions will continue through October. This variety of onion's marketed largely during the period from September through February. Other varieties...including Yellow Globes from the Northern areas... are in fairly heavy supply until March.

Because many of the yellow or storage type onions can be held until spring, now's the time to make use of the sweet, more perishable onions. These are familiar as the garnish that goes along with hamburger and bun. Their flavor also recommends them for stews, boiling and general use.

FAT SALVAGE CAMPAIGN CONTINUES

As drops of water make the mighty ocean, so every teaspoon of used kitchen fat salvaged in American households adds to the reservoir of tallow and grease needed by this country in the coming year.

Perhaps homemakers have thought that, with lard and cooking oils off the ration list, they can let up on their salvage efforts. Well, lard was taken off rationing in March solely because heavy seasonal hog slaughterings temporarily boosted the supply. Storage space at that time was limited and being used to capacity. Other cooking oils were removed from rationing in April because they are largely interchangeable with lard.

> Now there's as great a need as ever for salvaged fat. For the year beginning October 1, our total supply of edible and inedible fats and oils is expected to shrink. Lard production may drop as much as a billion pounds this coming year. Along with the decline in domestic production of fats and oils there's no hope for increased imports. Europe's demand will be large for some time to come. And we cannot look to the Orient for any quantity until after the Japanese are driven from the Philippines, Malaya and the East Indies.

Saving on the Homefront

One way we can add to our supply is through home salvage efforts. The fat salvage campaign in the past twelve months brought in one hundred and eighty million pounds of fat. Still, it's estimated that five hundred million pounds of fats are wasted annually in households and eating places. If we could salvage 230 million pounds of used kitchen fats it'd be the equivalent to the lard from 7 million head of hogs, or the tallow from the slaughter of about 3 million head of cattle.

Homemakers get four cents and two red points for every pound of salvage fat they turn in to their butcher. From the butcher, salvaged fats go into a general pool of inedible tallow and grease. Of this supply about a fourth is used in the manufacture of lubricants, fatty acids and for other industrial purposes. The balance goes into soap. Nor is that soap needed for cleansing purposes only. Non-cleansing soaps are used in scores of industrial processes. In fact, one fourth of our soap is used for military purposes and in the production of synthetic rubber. Glycerine, vital in explosives, is a by-product of the manufacture of both fatty acids and soap.

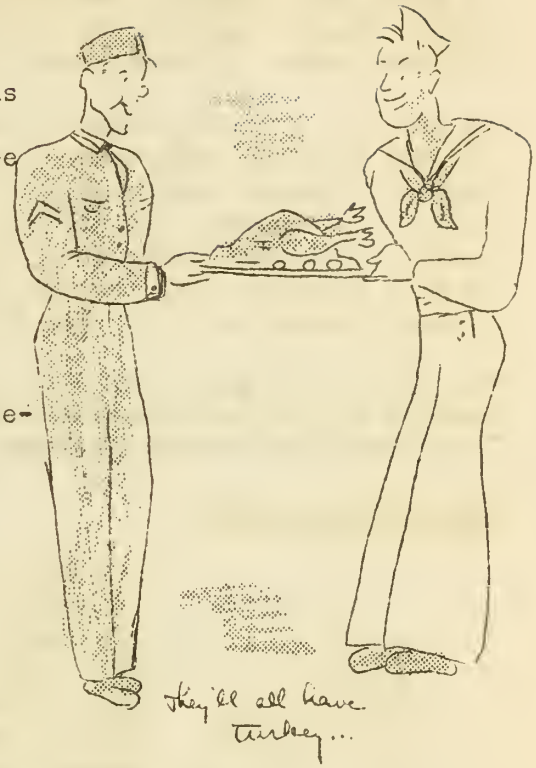
Salvaged fats can supply at least a tenth of our needed inedible animal fats. So every American homemaker's doing her bit toward final victory when she turns in a pound of kitchen fat.

ARMY STILL BUYING TURKEYS

Until the Quartermaster Corps has obtained 60 million pounds of turkey for the armed forces, civilians will find few birds on the market. The poultry now being bought is needed to supply dinners on three holidays for our fighting men and women.

So the War Food Administration...working with the army on this purchase...issued War Food Order No. 106. This order requires processors in the major producing areas to set aside for government purchase all turkeys that meet army requirements. As soon as the desired amount's bought, this order will be terminated.

Last year our service men and women in all theaters of war had turkey on Thanksgiving, Christmas and New Year's Day. The special menu symbolized traditional holidays at home, and for this reason American turkeys are going abroad again this year.



THE WHY OF GOVERNMENT-OWNED FOODS

Food production during 1944 is expected to be almost 40 percent above pre-war levels. Following closely this expanded program comes Government buying and supply schedules. The Quartermaster Corps buys much of the food for our military forces. Purchases by the army are large because there must be food reserves for each man overseas. This means supplies in this country, in military depots overseas, and in transit. There must also be food for emergency feeding in liberated countries.

The War Food Administration buys food for our Allies, Territories, UNRRA, the Red Cross and other war programs. Also, certain amounts of food have been bought by the War Food Administration to support producer prices.

At a recent meeting with people in the food industry (October 9 in New York), Lee Marshall, Director of Distribution in the War Food Administration, told that the WFA now has a "working" inventory of two million tons of food worth about 600 million dollars. This food owned by the WFA does not include army owned stocks.

Government Supplies

In this inventory are 19 million pounds of frozen meats. Most of this is pork, and...large as the figure seems...it's only equivalent to the amount shipped under lend-lease in 15 days during August. There're 50 million pounds of cured meats...another month's supply.

At present, a little less than 5 million pounds of butter are owned by the War Food Administration...in addition to 23 million pounds of Carter's Spread and about 4 million pounds of butter oil. Most of this is for shipment to the Russian army this winter. On a yearly basis, U. S. civilians get 80 out of every 100 pounds of butter made in this country. Our army gets 15 out of every 100 pounds and the Russian forces get the other five.

The 90 million pounds of cheese owned by the WFA are about a three month's supply for lend-lease needs. These supplies were stored from last spring and summer production.

And Still More Food

The shell eggs owned by the WFA amount to slightly less than one million cases. These eggs were not bought for war needs, but to support producer prices. These stocks...like other support price purchases...will be sold in consumer channels in this country when the market's able to absorb them. Those which the market cannot absorb will be diverted to school lunch programs and public institutions.

Most of the dried eggs in WFA storage are for war requirements. The stocks now total close to 100 million pounds and mean an eight-month supply for lend-lease deliveries. There are 38½ million pounds of frozen eggs. These will be sold to driers, bakers, confectioners and other trade groups.

Foods in Dry Storage

In dry storage, WFA has less than 100 million pounds of canned meats. Both military and lend-lease programs call for large amounts, so the amount in storage is only about a two-month supply. There are 3½ cases of evaporated milk...about a four-month supply, because war requirements are heavy for this product. Then...there are 461 thousand cases of canned fruits and 4 million cases of canned vegetables. These canned goods are packed once a year after crops are harvested; so the Government order for the coming year is placed as soon as the pack is completed.

Mr. Marshall emphasized the fact that careful check is made on stocks to avoid spoilage. Since the beginning of the lend-lease program

in March 1941 up to the present, the loss on WFA-owned food has been less than one dollar on every five thousand dollars worth of goods purchased. He said that -- as food was not needed to meet immediate war requirements it was released to the trade...and only as the trade could absorb it. From May to September of this year, more than 21 million dollars worth of government owned foods have gone back to civilians.

CHEESE TIDBITS

With our current short supplies of cheese...you might like to give your homemakers a few ideas on stretching their limited supply to get the most taste-value in cheese dishes. Here's an idea for pepping up their potato recipes:

Cheese Drops

2 cups mashed potatoes
Salt, pepper
$\frac{1}{2}$ teaspoonful caraway seeds
$4\frac{1}{2}$ tablespoonfuls grated cheese
$\frac{1}{4}$ cup milk
1 beaten egg
Watercress

Season the mashed potatoes with the salt and pepper and caraway seeds. Mix with the milk and grated cheese. Drop from spoon on a buttered baking pan, and brush over with the beaten egg. Bake 'till brown... and serve with watercress.

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Incidentally...cheese has as interesting a background as any other food you'll find on American tables. It dates back before the time of Christ...and in the old days was one means of figuring wealth among the tribes of Asia and Southern Europe.

An old myth describes a lone Asian traveler who filled a container... made from a dried sheep stomach...with milk. When he stopped to refresh himself with a drink of milk after several hours of travel, he could not pour any liquid from the container. When he cut open the skin to investigate...he found, in place of the milk, a mass of white curd with a distinctly pleasing flavor.

By the time immigrants began making their way towards America, cheese making was already generally practiced in Europe...so these earliest settlers brought methods of making cheese with them to this country. Since climatic conditions were similar to those of certain parts of England...English types of cheese predominated.

FRESH FOOD ROUNDUP

With a little careful planning...your homemakers should be able to keep their food budgets out of the red...at the same time they're getting plenty of color into their menus these days. Vitamin-rich greens... collards, turnip greens, and mustard greens...are coming into their own now that fall weather's here...in plentiful supplies and at relatively cheap prices.

Highlight in food buys...fo course...is on that record crop of dry onions still on the markets at cheap prices. They're of excellent quality...and they deserve an important place in your listeners' menus now more than ever before. And right along with the standbys for plentifulness...cheap price...and good quality are Irish potatoes of all varieties. Sweet potatoes are in moderate supplies, and selling at low prices for this time of year.

Then there's lots of cabbage...and it's cheap...though some of the quality's only fair. Tomatoes...though there're still moderate supplies ...are a little scarce in the best of quality. Field peas, too, are becoming scarce, as are sweet corn, okra and squash.

Fair supplies of snap beans...coming from Georgia...Tennessee...South Carolina and north Florida...continue to sell at reasonable prices. Butter beans are low priced, while pole beans of good quality have gone up in cost.

And more color for fall menus should be found in the moderate supplies of reasonably priced apples now available. They're of generally good quality...and nearing their peak harvest season. Varieties most plentiful are Delicious...while lighter supplies of Grimes Golden ...Yorks...and Staymen's can be found on most markets. Moderate to light quantities of good quality Florida citrus fruit are available... though in lighter supply than usual for this time of year.

Grapes are more plentiful than they've been...though the price has gone up somewhat since last week. Varieties to be found include Tokays, Flame Tokays, White Malagas and Ribiers. Then there're light supplies of Florida avocados, and a very limited supply of cranberries available in this region.

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Atlanta 3, Georgia
October 21, 1944

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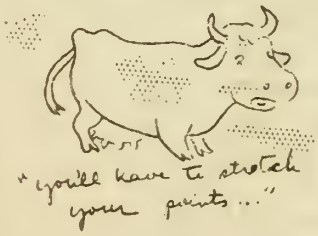
POINTS ON BUTTER

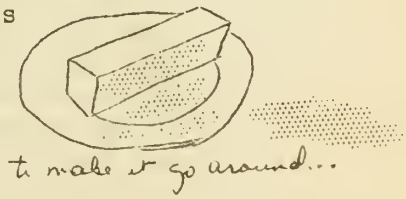
With butter now 20 ration points a pound you've probably heard this remark ..."If I only had more red coupons I'd get more butter." The answer to that, of course, is that the supply of a commodity determines the ration point value. It's not the points that are short...it's the butter.

> In the first seven months of this year the output of creamery butter was about 131 million pounds smaller than for the first seven months of 1943. July production was the lowest in 22 years. But supplies in general were adequate to meet the rationed demand. Now...preliminary reports indicate that production in August and September was 15 million pounds lower than during the corresponding months in 1943. Since there's usually a period of two weeks or more between the time butter's produced and the time it's on the market, the butter shortage was not really felt in most sections of the country until the first of September. Some coastal areas...those farthest from the major Midwest butter producing states... felt it earlier.

This year 95 percent of our butter's going to Americans...80 percent to civilians, 15 percent to Armed Forces. The remaining 5 percent's going to Russia for military use.



The shortage of butter does not mean total milk production has dropped...this year averaged



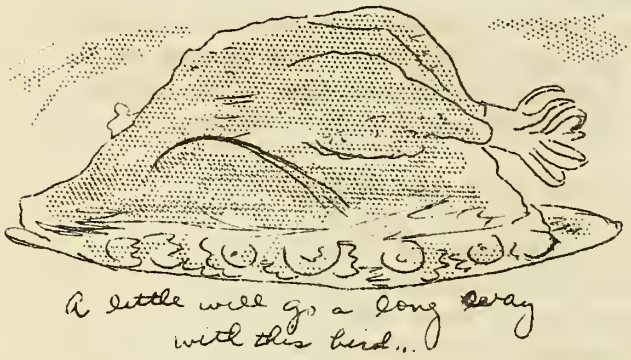
War Food Administration
Office of Distribution

with last. The total milk output for 1944 is expected to be about 118 billion pounds...about 15 billion pounds more than before the war. This increase, though, has gone into expanded sales of fluid milk and into increased production of such products as cheese, evaporated milk and milk powder. Civilians are now drinking between 20 and 25 percent more milk than they drank before the war. This is desirable from a nutritional standpoint. And it would be necessary to cut back fluid milk sales in order to increase the supply of butter and other dairy products available for civilians.

Increase in cheese, evaporated milk and whole milk powder manufacture was necessary for war requirements and civilian needs.

So...despite the increase in total milk production...there's less milk available for butter manufacture now than before the war.

CRANBERRY COLOR FOR MEALS



Homemakers will find cranberries less plentiful than last year and higher in price these days. The crop this season's now expected to be but slightly more than half of last year's production...356,500 barrels compared to 686,000 barrels in 1943. Under new price ceilings, the highest retail price for cranberries is expected to be about 43 cents per pound.

The War Food Administration is allocating the available stocks equitably among military, civilian and export claimants. Because of recent crop losses, allocations have been revised recently. Thirty percent of the crop will go to U. S. military and armed services, nearly 66 percent of the crop will go to civilians, and about 4 percent will go to our territories, Allies and for other exports. Civilians will get their cranberries in fresh form, chiefly, as most of the canned and dehydrated packs will be used to fill war requirements.

New England Accent

Massachusetts is the chief cranberry producing state. In fact, cranberries are so intimately associated with Massachusetts that someone has said they must have come over on the Mayflower. But the ancestor-plant of the present cranberry was already growing in the marshes of Cape Cod when the Plymouth Colony was founded in 1620. A number of references to feasts featuring "wild turkey" and "sauce made with wild cranberries" are to be found in old books in the Plymouth Historical Society.

In 1880 first use was made of the cranberry scoop for harvesting the bright berries-of-the-bog. Today's cranberry scoops are 15 inches wide, with 10 inch tines a quarter inch apart. These are used to comb the cranberries from the low vines which spread like a carpet over the bog. A good cranberry picker averages ten to twenty bushels a day. Harvesting begins right after Labor Day and continues until the first of November.

Besides Massachusetts, other important cranberry producing states are New Jersey, Wisconsin, Washington and Oregon.

Because cranberry supplies will be limited, broadcasters may want to suggest methods of extending the supply the homemaker purchases. For a delicious uncooked relish that goes well with meat or poultry courses, you might suggest this: add two cups of sugar to four cups of fresh cranberries and 2 whole oranges which have been put through the food chopper.

FACTS ABOUT U. S. MEAT EATING

Between 1935-39 the average American was eating about 126 pounds of meat each year. Because the American farmer has broken all production records to provide meat since the war began, we have enough to sustain the Armed Forces at the battle front, enough to supply our Allies, and to provide the civilian consumer with more than he ate before the war. Civilians' per capita consumption for 1944 is expected to average about 145 pounds.

When pork was in good supply during January, February and March, civilians were getting enough meat to make an annual rate of 158 pounds per person ...which was just a few pounds under the 163 pounds per capita in 1908... the highest meat-eating year on record in this country.

How Our Meat Supply is Allocated

For the six-month period from July through December there'll be about 12 and a half billion pounds of meat available for all purposes. The Office of Distribution in the War Food Administration has allocated this supply according to the most equitable use. Over 2 and a half billion pounds will be going to the Armed Services. Over a billion pounds will be bought by the Office of Distribution for shipment to the United Kingdom, British War Services, Russia, liberated Areas, the Red Cross and other war agencies for which the War Food Administration is the buying agent. Fifty-eight million pounds will be sold for commercial export. And two-thirds of the available supply...or about 8 and a half billion pounds...will go to civilians. Of course, if some of the other claimants do not take their full allocation, additional meat will be released to civilians.

Of the 25 billion pounds of meat produced this calendar year, 43 percent will be beef and veal, a little over half will be pork, and the remainder, lamb and mutton.

DRIED FRUITS FOR THE HOLIDAYS

more fresh for civilians...

Homemakers'll find more dried fruits in better supply during this holiday season than last year. But the total supply of dried fruits for civilians the next twelve months will be a little smaller than we received this year.

Principal reductions for the coming year are in raisins, dried prunes and figs because there've been smaller crops of these fruits. On the other hand, there were good apricot and peach harvests -- so civilians will get a part of the 1944 pack of these fruits. Practically all of the 1943 dried pack of these two fruits went for war requirements. Also, there'll be about four times the number of dates on the market as last year because imports from Iraq have been resumed.

> Dried fruits are in heavy demand by the Armed Forces and our Allies because they are relatively non-perishable and require less space for shipment than many other types of foods. For these reasons packers are required...under War Food Order No. 16...to set-aside their entire pack of dried apples, apricots, peaches, prunes, raisins and Zante currants to insure the availability of Government requirements. The War Food Administration releases for distribution into regular civilian channels quantities not needed for war requirements.

Releases to Civilians

The WFA has authorized packers to release substantial quantities of the 1944 pack into civilian channels as rapidly as possible. In addition, quantities of raisins from the 1943 pack were released some time ago in order to reach grocery stores in the early fall before the 1944 pack came on in volume. Sale of figs and dates to civilian markets is not restricted by the order.

The civilian share of all dried fruits is 52 percent of the 612,000-ton allocable supply. The balance is earmarked for the military services and for export to our Allies and to friendly nations. So, in the coming twelve months, the civilian supply will be slightly less than 5 pounds per person. This compares with $5\frac{1}{2}$ pounds during the past year and a pre-war average (1935-39) of over $5\frac{1}{2}$ pounds.

APPLES FOR A YEAR OF DAYS

United States civilians will get some 103 million bushels of apples.... either in fresh or processed form...for the 12-month period ending next July. That's 83 percent of the estimated 125 million-bushel total supply...and 13 pounds more for each person than was available last year.

The 21 million bushels remaining have been allocated to U. S. military services and to our allies and territories. The greater percentage of the apples shipped abroad will be in processed form. And all dried apples are scheduled to go for war requirements.

On October 1, the apple harvest was estimated at over 122 million bushels -- compared with over 89 million bushels last year. The allocable supply of nearly 125 million bushels includes processed stocks on hand and expected imports of fresh apples and concentrates.

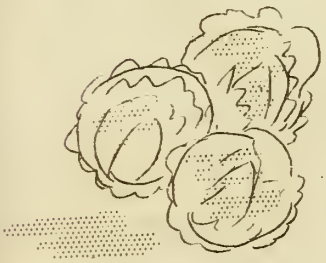
Apple Jelly, Apple Butter...You'll Get Both

While civilians will get no dried apples, they'll get substantial quantities of processed apple products. The War Food Administration...which divides the supply...has allocated to civilians 338 million pounds of canned apples; (65 percent of those produced); 72 million pounds of apple butter; (46 percent); 49 million pounds of frozen apples; (99 percent); 66 million pounds of apple jellies; (79 percent); 437 million pounds of cider vinegar; (95 percent); and 80 million pounds of apple cider; (100 percent). The combined total will be 63 percent of the quantity of apples processed.

Maybe Not an Apple a Day, But...

While the civilian per capita supply of apples will be slightly more than 38 pounds...compared with 25 pounds last year...the apple crop's only average this year. Because of war requirements, the quantity available the coming twelve months for civilians is 10 pounds less than the amount bought per person from 1935 to 1939.

CABBAGE FOR VITAMIN C



Cabbage...one of our popular fall and winter vegetables ...is an outstanding source of Vitamin C. For this reason it's been included with citrus fruits and tomatoes in Group Two of the Basic Seven Food Chart. A cup of raw cabbage will furnish nearly a third of the daily requirements of Vitamin C. Cabbage, like other leafly vegetables, is one of the least fattening of foods. Its low fuel value and the abundance of cellulose make it particularly valuable when the consumer desires to keep his energy intake low, and yet satisfy his appetite with a food of sufficient bulk.

It's Rolling to Market

Cabbage is particularly plentiful throughout the Midwest and East, with big crops now being harvested in Wisconsin and New York. Other areas bringing in cabbage crops in volume are Michigan, Pennsylvania, Colorado and North Carolina. Other areas are in smaller production. So...in the vegetable line-up...cabbage is now a reasonable buy.

CELERY STALKS THE MARKET

There's plenty of celery available on the nation's markets now...a fact that should make holiday menu-minded homemakers rejoice. A large part of the celery supplies are from Michigan, where yields are above average and of fine quality.

Principal markets for the Michigan crop are the North Central and Mississippi states. New York has a fine crop, also...supplying mainly the Eastern states. California, Ohio, Pennsylvania, Colorado, Idaho, Utah, New Jersey and Washington are providing their respective areas with celery now...though some of the Western crop is sprinkled over wide sections of the country.

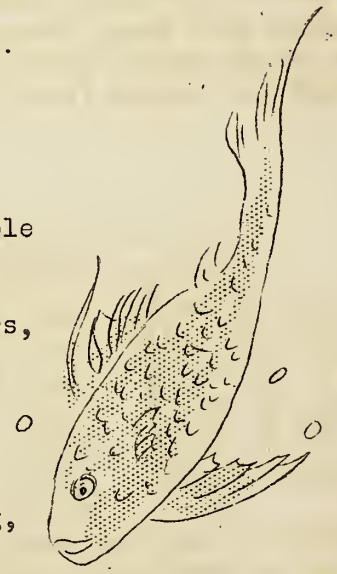
Um-mmm!

Celery deserves special mention on the menu because of its flavor and crisp texture. The hearts are especially good raw. Coarser stalks can be used for cooking. The tender green leaves go well in salad, while the coarser leaves may be used fresh or dried in soups and stews.

GOOD FISHIN' SEASON

There's now 33 percent more fish in cold storage in the United States than there was last year. With fish currently in such abundance, homemakers are urged to serve this protein food more frequently.

Americans are favored with about 160 species of edible fish. Thirteen of these make up 70 percent of the supply reaching consumers. These are: salmon, mackerel, haddock, cod, flounders, rosefish, croakers, whiting, halbut, pollock, shrimp, crabs and oysters.



Deep Sea Variety...and Others

At the present time fish species that need consumer attention are: (from the sea) mackerel, cod, whiting, haddock, rosefish, croakers, flounders, soup, and hake. From lakes and rivers, fish now in good supply are lake herring, lake trout, pike and carp.

Regional food habits -- to a large extent -- determine the areas in which certain fish are distributed. Poor cooking methods have made some of the varieties now in good supply unpopular. Inadequate freezer facilities in the past have also limited the distribution of more perishable fish. Modern freezing procedures and storage are now under rigid supervision,

so correct cooking methods will stimulate increased liking.

So, if you've a good file on fish recipes now's the time to dust 'em off and give your listeners a few more ideas on use of this food. Here're some you can add to your list:

Fish Flake Omelet

2 cups flaked fish
2 tablespoons lemon juice
4 eggs
1/2 cup milk or fish stock
2 tablespoons minced onion
1 tablespoon minced parsley
3/4 teaspoon salt
1/8 teaspoon pepper
2 tablespoons fat for cooking

Add the lemon juice to the fish flakes. Separate the eggs. Beat the yolks thoroughly and stir in the milk or stock, onion, parsley, salt, and pepper. Add the flakes and mix well. Fold the stiffly beaten egg whites into the mixture. Have ready and hot a smooth, heavy frying pan containing the melted fat. Pour the egg mixture into the pan and let cook slowly over moderate heat until it is cooked through, or about 10 minutes. Then place it in a slow oven (300° F.) until dry on top, about another 10 minutes. When dry enough to the touch, remove the omelet from the pan by folding half over with a spatula and rolling it onto a platter. Serve at once. Six servings.

Jellied Fish Salad

2 cups fish flakes
1 tablespoon gelatin
1/2 cup cold water
3/4 teaspoon salt
1/4 cup minced celery
1 teaspoon minced onion
1/4 cup vinegar
1/4 cup water

Chop the fish finely. Soften the gelatin in the cold water. Beat the eggs, add the salt, celery, onion, vinegar, and water, and cook over boiling water until thickened. Add the softened gelatin and stir until it has dissolved; then add the fish. Pour into dampened molds, let stand in a cold place until firmly set, turn out on crisp lettuce, and serve with mayonnaise. Six servings.

Shepherd's Pie

2 cups fish flakes
1/2 cup cooked peas
1/2 cup diced cooked carrots
1/4 cup butter or other fat
1/4 cup flour
2 cups milk
1 teaspoon salt
Mashed potatoes

Make a thick sauce with the fat, flour, and milk. Add the flakes, peas and carrots. Grease a baking dish and line the sides with a thin layer of seasoned mashed potatoes. Fill the center with the creamed mixture. Cover the top with mashed potatoes and bake in a hot oven (400° F.) until the pie is heated through and lightly browned on top. Six servings.

FRESH FOOD ROUNDUP

There's a chill in the air...and piping hot, colorful dishes are coming into their own to give a spot of cheer to gloomy days. And, of course, fresh vegetables -- and fruits -- are still best for food value when your homemakers can get 'em. Currently, your listeners shouldn't have too much trouble finding what they want in the fresh food line...though vegetable supplies are seasonally lighter in this region than they've been.

Tops in good buys continue to be Irish potatoes, onions, and cabbage. They're all plentiful...easy on the food budget...and important in daily menus for their food value or taste appeal. And attention should be given that moderate supply of Canadian rutabagas coming to market. They're one of the lowest priced vegetables available.

Now that the favorite season for greens is coming up, more and more collards, mustard greens and turnip greens are selling at relatively cheap prices. Turnips, too, are in light to moderate supplies at reasonable prices. And for those who like to stretch their meat supplies with stuffed peppers and tomatoes...they'll find plenty of sweet peppers at cheap prices...and moderate supplies of fair-grade tomatoes. Tomatoes of good quality are higher priced than they've been, however, and will probably rise in cost in the next week or so, 'til Florida's new crop gets underway.

Sweet potatoes, too, deserve a place in good buys of the week. They're reasonably priced...and they're in moderate supply. For variety in the week's menus, there's a light supply of both cucumbers and eggplant coming from Florida.

Citrus fruit's in fair supply...with prices so far unchanged from last week, and quality about normal for this time of year. Lemons are scarcer than the proverbial hen's teeth...but light supplies of limes are selling in their place. Apples, best fruit buy, continue in moderate supplies, with plenty of varieties available, and some of them selling a little below ceiling prices in some sections. For luxury items of the week, there're a few avocados selling, and light supplies of Western pears -- principally Oregon Bosc.

* * * * * * * * * * * * * * * * * * *
* The Fresh Food Roundup is based on general sup- *
* plies and movements of fresh fruits and vegetables.*
* It's advisable to check on local markets to make *
* sure these products are available in your com- *
* munity. *
* * * * * * * * * * * * * * * * * * *

Atlanta 3, Georgia
October 28, 1944

Radio Round-up on food...

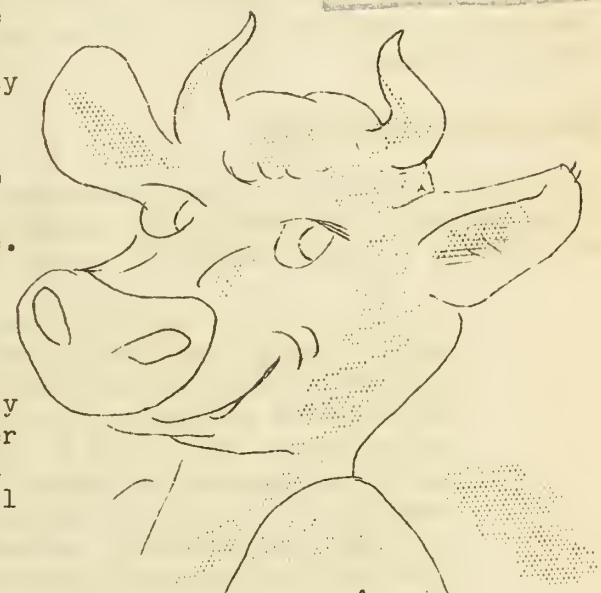
A Service for Directors
Of Women's Radio Programs

BEEF PICTURE CHANGES

American civilians can expect more of the better grades of beef this fall and winter than was previously anticipated.

The feed grain supply at this time is more abundant than last year, and the price range more favorable. This has meant a heavier movement of cattle into feed lots this October.

Instead of getting a lot of utility beef now and limited supplies later on, the movement of cattle to feed lots will mean our beef supply will be stretched over a longer period.



"When I get more feed grain... you get better meat..."

This marketing change also means more and better grades of beef. While grass alone produces acceptable meat, the best and more desirable beef is produced by finishing on corn and other concentrates in the feed lot.

At present American civilians are getting about 69 percent of the beef supply. Packers operating under Federal inspection are required to set aside 60 percent of the Choice, Good, Commercial and Utility beef that

War Food Administration
Office of Distribution

meets army specifications.

Because not all beef slaughtered under Federal inspection meets Army specifications, and because one-fourth of the beef supply is not slaughtered under Federal inspection, it is estimated that only about 30 percent of our total beef will be going to the U. S. Military Forces and other war agencies. Less than 1 percent is going for Lend-Lease requirements.

CATTLE IN INDIA

India has more cattle than any other country in the world. But they occupy a very different place in the agriculture of India than in the United States. Here, our cattle are used primarily for milk production and for beef. In India their chief function is to perform work, both on farms and in highway transportation. The only exceptions to this are a few breeds of milking cattle, and the water buffalo of Northern India which provides milk and meat.

He depends on milk, too...

The water buffalo is not considered holy by the Hindu, in contrast with his reverence for the cow. Consequently, water buffaloes of Northern and Central India are used primarily for milk production; and also for meat consumption by that portion of the population that eats meat. Most Indians are vegetarians, depending upon milk and milk products for their animal protein.

They Have Dairies,Too

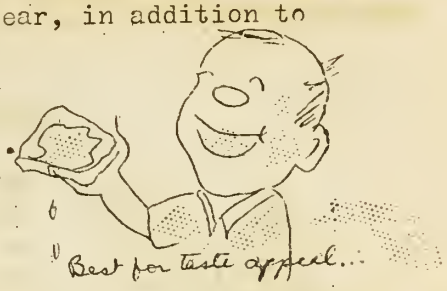
Large commercial dairies are maintained within the limits of most of the larger cities. In Bombay, for example, approximately 50,000 dairy cattle and buffalo are kept within the city limits.

> In the densely populated portions of the cities, milk delivery is made by coolies. Two to four gallons of milk may be carried in a brass or other metal container on the head of the coolie. As he passes from door to door the amount his customer requires is dipped out into the customer's container. Refrigeration is rarely available, and very few sanitary precautions are taken. One institution that was attempting to provide pure whole milk to its customers sent delivery boys out with milk that had been locked in tightly sealed milk cans. The milk was drawn off for each customer through a faucet at the bottom of the can.

Another interesting feature of the cattle industry in India is the maintenance of old-cattle homes. Approximately 1,500 of these exist in India. They are maintained by donations as a charity from wealthy Hindus. All cattle are sacred to the Hindu and if an animal is too old to be useful or is crippled or diseased, it is often sent to one of these homes.

SUGAR ON THE WING

The Queen Honey Bee and her lady helpers...the working bees...have stored over 185 million pounds of honey this year, in addition to what they have required for their own three square meals a day. The bees didn't let us in on their production records. These estimates are based upon preliminary reports to the U. S. Department of Agriculture from over 6,000 beekeepers. A final report for this year will be issued in December or January.



While the domestic crop this year is about four million pounds short of last year, there is a larger amount in beekeepers' hands this October. Also we can expect continued imports from Mexico, South America and the Caribbean area. All in all the homemaker should be able to buy slightly more honey than last year.

Civilians Get Large Share

A large portion of the domestic honey will be sold directly by beekeepers to the housewife and the neighborhood store, instead of through commercial packers. This has been the selling practice in the past year or two because of the more favorable retail price for honey. Most of the supply will be for civilians because military requirements are low...and go mostly to camps in this country.

What Flavor'll You Have?

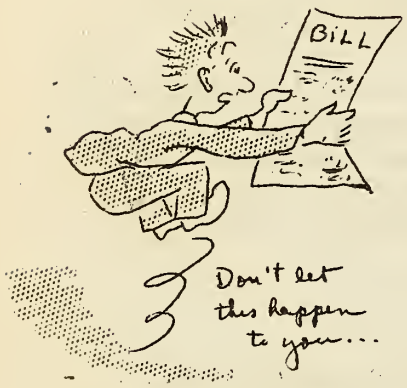
Sweet clover, white and alsike clovers and alfalfa are the chief sources of honey in this country. Honey with distinctive flavors also come from the tupelo trees of the South...from orange blossoms and cotton blossoms...from the wild sage of the foothills of California...the star thistle of the Pacific Coast...buckwheat, mesquite...fireweed... and many other flowers. In order to have a uniform product for marketing, two or more honeys are often blended by the packer. This helps to insure the same color, flavor and consistency during the different seasons and from year to year. Often the bees themselves serve as blenders, combining the honey from half a dozen or more different sources in the same honey comb.

Like all other sweets, honey is an energy-producing food. About three-fourths of honey is sugar...mostly dextrose and levulose...in a form easily digested. In addition to the sugar content, honey contains minerals such as iron, calcium and phosphorus...but not enough to make it an important source of these minerals in the diet. About 1½ tablespoons of honey will furnish the body 100 calories.

Honey should be stored in a dry place at room temperature...otherwise it absorbs moisture and will ferment as any other sugar sirup. If honey

does crystallize, it can be brought back to liquid again by putting the container in a pan of warm water until crystals have melted. Many homemakers prefer honey in the crystallized or granulated form.

KEEPING FOOD PRICES DOWN



An important phase of the over-all Food Fights For Freedom program is the present campaign to hold-the-line on food prices. Since half of the inflation that accompanied World War I came after the Armistice, the critical time in the battle against inflation lies in the months just ahead.

So that history won't repeat itself, grocers and consumers are redoubling their efforts now to watch and keep OPA ceiling prices on food.

Grocers are making a special organized effort to display ceiling price posters where customers can easily see them. Homemakers are being urged to check the selling price of purchases with these ceiling lists. They should discuss overcharges with their grocers...and since praise helps...express appreciation to their grocers when all prices are found to be at or below ceilings. Repeated overcharges should be reported to the local price and rationing board.

This campaign is important because, at present, the average family spends 40 percent of its income for food. Some families spend even more to get a nutritious diet. Thus any advance in food prices would work a hardship on millions of families.

DOUBLE THE FREE RED TOKENS

Salvaged kitchen fats are termed "hard fats"... the type we used to import from the Philippines, Dutch East Indies and Malaya. With these Pacific imports cut off, a large percentage of the hard fats needed to make munitions, lubricants, medicines and soup for war purposes must still come from American households and public eating places.

<u>Too Much Waste</u>

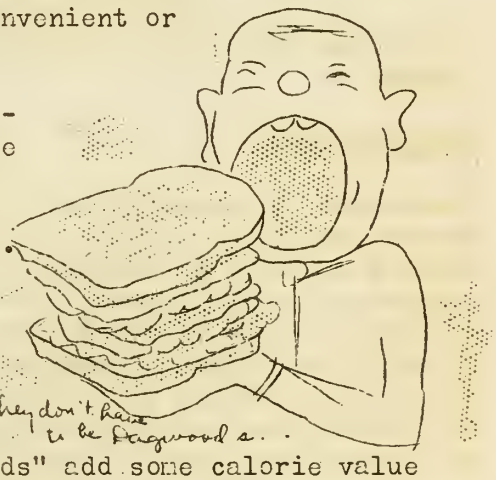
While the Fat Salvage Campaign brought in about 180 million pounds of fats in the past twelve months, about 500 million pounds are wasted annually in this country. This means homemakers are getting less than half the extra free red points they might.

There are lots of ways to save used kitchen fats. Bits of fat trimmed from chops and roasts may be saved in a small bowl in the ice-box. Once a week when the oven is on, these savings can be melted down.

Broiling pans, roasters and frying pans should be scraped for extra fat before they are washed. Soups, stews and gravies can be skimmed for excess fat. No matter how dark or old the grease may be it's all good for industrial use. And there's the advantage of getting two free red points and four cents for every tin of salvaged fats taken to the butcher.

SENSIBLE SANDWICHES

Did you know that nearly half of the workers in manufacturing industries obtain food from lunch stands, canteens, food wagons, and food dispensers? According to a recent national survey conducted by the War Food Administration they do. This means sandwiches are an important part of the lunch menu for these workers...and for many others who find it inconvenient or impossible to secure a plate lunch.



The War Food Administration considers sandwiches important enough to devote the whole October issue to them in their new monthly bulletin to food managers in industrial plants, restaurants, hotels, and hospitals. Many of the tips in this publication, "Serving Many," though intended for the dietician, could be put to good advantage by the homemaker who packs a daily lunch for the working crew in her family.

Salad dressing and mustard-flavored "spreads" add some calorie value and flavor to sandwiches, but are not a substitute in nutritive value for butter and fortified margarine, and shouldn't be used in place of them.

Take Your Choice

There are many plentiful foods this month that make successful sandwiches. A filling of peanut butter and marmalade or other tart conserve makes easy-to-prepare sandwiches that are usually well liked. Peanut butter is a rich source of protein and contains appreciable amounts of the B Vitamins. Citrus marmalade, combined with cream or cottage cheese, does a double job of extending the cheese and making a good sandwich. Utility grade beef, unrationed cuts of pork, and the variety meats make delicious sandwich fillings when properly prepared. They're high in food value, too.

Variety in Bread

Use enriched white, whole wheat, cracked wheat, and rye breads for most sandwiches. Try "two-toned" sandwiches by using a slice of white and

a slice of whole-wheat bread, to increase the use of whole-grain cereal.

To make sure variety -- the spice of life -- is present, occasionally use special breads, such as steamed brown bread, nut bread, and fruit breads. Simple fillings such as whipped butter, cream cheese, and sliced American cheese, are the most suitable to combine with these fancy breads.

Dieticians who wish to be put on the mailing list of "Serving Many", should address their requests to: Office of Distribution, War Food Administration, Western Union Building, Atlanta 3, Georgia.

ANOTHER SLICE OF CHEESE

Civilian supplies of cheddar cheese are expected to be about four to six million pounds larger during November and December than in the same two months last year. This increase is possible because production is higher. Output of cheddar cheese in 1944 is estimated at about 780 million pounds, compared with 765 million pounds in 1943...a step-up of fifteen million pounds.

Less Set Aside

Quantities of cheddar cheese manufacturers must set aside for sale to Government agencies will be reduced by the War Food Administration from forty percent of production during October to twenty-five percent of production during November and December. The reduction follows the War Food Administration's policy to adjust war purchases so that monthly supplies of cheddar cheese for civilians will be fairly even. While cheese requirements by the Armed Forces and for Lend-Lease will be greater in these two months than the amount obtained under the set-aside, the balance will be made up from supplies obtained for these purposes during summer months of high production.

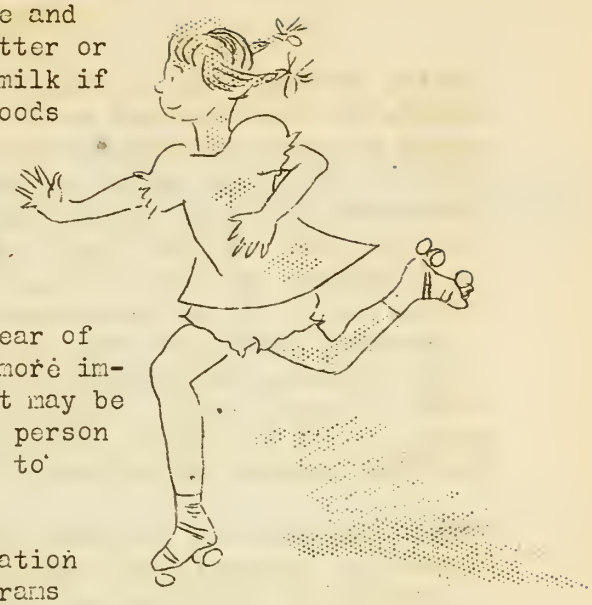
About 360 million pounds of cheddar cheese will have been set aside for war uses during the year as a whole. This is about 20 million less than last year. This reduction in Government purchasing does not mean a decline in war requirements...last year the war agencies not only had to buy cheese to meet current needs...but also enough to build working inventories.

"EATING UP" NUTRITION

Thousands of communities are now operating school lunch programs in order that children will get a noon-time meal providing at least one-third of the daily food requirements.

The War Food Administration offers financial aid to communities needing some assistance to provide well-balanced lunches. The Type A lunch which the WFA particularly recommends may be served either hot or cold. It

must include a small serving of meat or another protein food, three-fourths cup vegetable and fruit, whole-grain or enriched bread, butter or fortified margarine, and a half pint of milk if possible. Desserts are optional. The foods themselves determine the nutritive value, but generally the communities prefer to have at least one hot dish at lunch, because it's more appetizing to most children.



To give them plenty of energy...

Nutrition specialists believe that one year of right feeding in the life of a child is more important than 10 years after 40. While it may be possible to change eating habits after a person is 40 years old, it's usually impossible to change body structure.

Groups who would like to get more information in regard to community school lunch programs should write the nearest regional Office of Distribution, War Food Administration...in this region...to the Western Union Building, Atlanta 3, Georgia.

FISH FAVORITE

Fish...now in cold storage throughout the United States to the tune of some 124 million pounds...is tops among best buys these days...'specially while meat and canned fish is in comparatively short supply. So... repeated reminders to your homemakers of the excellent nutritive values of fish as a food...and of the many possibilities of palatable fish dishes will be all to the good. You might check in your city to see which varieties are most in supply.

Here's another recipe for your list...particularly good at this time because it calls for two other foods that are current best buys...potatoes and onions.

Fish and Potato Puff

2 cups cooked fish, flaked
2 tbl. celery, chopped
2 cups seasoned mashed potatoes
1 tbl. onion, minced
3 eggs
2 tbl. butter
2 tbl. parsley, chopped
1 tbl. green pepper, minced
1 tbl. lemon juice
Salt and pepper

Cook the celery, parsley, pepper and onion in butter until tender. Combine with the fish, mashed potatoes and seasonings. Add the beaten egg yolks and beat the mixture until very light. Fold in the well beaten whites of eggs, pile lightly in a greased baking pan and bake in a moderate oven (350° F.) for 20 minutes until well browned.

FRESH FOOD ROUNDUP

Chilly weather outside means a good time for chilli inside...or better still, an old-fashioned bowl of steaming hot vegetable soup. And right now your homemakers should be able to find plenty on the markets that'll make that soup a top-runner in family popularity. First... there are plenty of Irish potatoes for it...they're of good quality... and the price is just right for the end of the month squeeze on the food budget. Onions...too...to lend their tantalizing flavor to any soup...are still on the markets in liberal supplies. They're cheap ...they're good...and any not used in the soup'll be just as good in main dishes...either stuffed...sliced in salads...or served as a garnish on a meat loaf. Chopped green peppers add their own charm to soup as well as salads...and they're relatively plentiful on most Southern markets these days.

Other good buys of the week include liberal quantities of Canadian rutabagas, turnips, and cabbage selling at reasonable prices. Greens of almost all varieties are become more plentiful as their peak season draws nearer. Lettuce is more plentiful than its been in the past few weeks. But such favorites as lima and snap beans, field peas, eggplant, and squash are becoming scarce. Tomatoes, too, are higher in price than they've been, and those of best quality are harder to find.

Apples keep right on in their first place on the fruit front. They're plentiful...reasonably priced...and of good quality. They should continue in plentiful quantities through the holidays, as prospects look now. And mere good holiday news are the relatively good supply of pecans beginning to move marketward. Those already available are moderately priced. A few cranberries, too, are selling now but they're high priced. Citrus fruit, despite the recent hurricane, is in fair supply, and the price is moderate.

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The Fresh Food Roundup is based on general supplies and movements of fresh fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

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Atlanta 3, Georgia
November 4, 1944

Radio Round-up on food...

A Service for Directors
Of Women's Radio Programs

AMERICAN FOOD IN THE WORLD'S TRADE CHANNELS

One of the essential functions of the War Food Administration is to see that the harvest from American farms is distributed in the fairest way possible. This means our food stocks are allocated among the Armed Forces, civilian population, fighting Allies, territories, and foreign relief feeding programs.

In line with these allocations, the War Food Administration...which does the buying for Lend-Lease and certain other war programs...did a grand-scale job of food delivery in September. The total of all September deliveries, by the War Food Administration, of food and other agricultural products under Lend-Lease and other war programs, was over six hundred and 50 million pounds.

And Where It Goes

Of this total, 83 percent...or almost 542 million pounds...were delivered for shipment to the Allies under Lend-Lease. The remaining 17 percent... some one hundred million pounds...went to our territories, a share to the Armed Forces, the Red Cross, foreign relief groups, the school lunch program and other civilian agencies in the United States.

The principal recipient of the September Lend-Lease deliveries was the United Kingdom and British possessions. About 58 percent of the Agricultural

War Food Administration
Office of Distribution

commodities exported went to this Ally. About 35 percent went to Russia and the remaining seven percent was destined for Greece, West Africa, North Africa, the Netherlands, Poland, Yugoslavia and the French Committee of National Liberation.

Foods playing an important part for feeding abroad were meat products, dairy and poultry products, fats and oils, grain products, tobacco, fruits and vegetables...mostly dried prunes and dried peas and beans...cotton and fiber and sugar.

MAKING DIETS MEASURE UP FOR HEALTH

You've probably discussed the Basic Seven Food Chart many times and realize it may not be the one perfect food pattern for people in all parts of the world. But based on American foods, it outlines a daily diet with adequate protein, calories, minerals and vitamins. The variety of foods in each group allows the individual a selection to fit his pocketbook and personal preference.

Diets are often limited by personal food likes and dislikes, religious principles, food allergies, or illness. Yet even within such limits, good meals can be planned from the chart. But it takes more thought and knowledge to make sure that meals supply what the body needs.

Here's How

For example, if the use of meats and poultry must be curtailed, there are eggs, milk, cheese, and a variety of kinds of fish to use in order to get daily requirements of protein.

If milk and dairy products cannot be eaten because a person's allergic to these foods, it's difficult...but not impossible to get the calcium and values of milk from other foods. For instance, green leafy vegetables are our "number two" source of calcium.

If the citrus fruits are scarce or too expensive to use for the daily supply of Vitamin C...it's possible to use fresh or canned tomatoes, raw cabbage salad or raw turnips.

For low-calorie sources of Vitamin A...an overweight person can depend upon the leafy, green and yellow vegetables.

In helping your listeners plan their meals...it's a good idea to point out the seasons when different foods are cheapest, the most economical forms in which each food comes, and the most economical quantities in which to buy foods. Also, in the food habits of various countries there are many customs that families in the United States would do well to copy or retain. There are the dark breads and the cheeses of central

Europe...there are the tender shoots, the green leaves and the bean sprouts of the Orient...there are the soups and stews of many lands that use the nutrients of bone and marrow and vegetable juices.

TURKEYS STILL GOING TO G. I. JOES

All the turkeys that are now being marketed in the heavy producing areas and that meet Army specifications are being shipped to servicemen and women in the more remote war theatres for Thanksgiving, Christmas and New Year's dinners. The War Food Order 106, which requires that all turkeys produced and marketed in specified areas must be held for or delivered to the Quartermaster Corps, cannot be revoked until all holiday turkey requirements for all military personnel have been met.

War Food Administration officials hope that turkey processors can speed up their offerings to the Armed Forces so that the order can be terminated in time for civilians to buy turkeys for Thanksgiving. Last year a similar embargo order was terminated on October 25. This year military requirements are higher and there is a shortage of labor in many processing plants -- so it's taking longer to meet military needs for the 1944-45 holiday dinners.

As a result, turkey supplies for civilian Thanksgiving dinners will be short of demand...even though the turkey crop this year is the biggest on record. Civilian supplies for Christmas and New Year's Day probably will be considerably larger, however.

TIN CANS WITH TRAVEL PRIORITY

Yes, the tin can that once held your coffee and shortening, many of your commercially packed fruits and vegetables, your tooth powder and tennis balls has gone to war.

The qualities that make cans valuable and convenient in distributing civilian food supplies make them essential in transporting food...over long distances and under varied climates...to our fighting men. We even owe the widespread use of canned foods to a war. The idea of preserving and transporting foods in sealed containers was first exploited by Napoleon's engineers in preparation for the invasion of Russia.

Fightin' Food

Today, many of the Basic Seven Food Groups are supplied our expeditionary forces largely by means of cans. Unless the men are based where frozen meats and poultry can get proper refrigeration, their meat...poultry... and fish is canned. Their total supply of tomatoes and citrus fruits is canned. About 97 percent of the leafy green and yellow vegetables and 96 percent of other vegetables ...excluding potatoes...are canned. Seventy-eight percent of their fruits, other than citrus -- are canned...also 85 percent of their milk and milk products. The rations of U. S. fighting forces at home and abroad includes milk solids equal to a pint of fluid milk a day. To get this ration abroad the milk must either be evaporated or dried. In addition to the regular base camp food, special field rations to sustain our forces in the thick of battle are also packed in cans.

Tinned cans are fighting around the world, too...

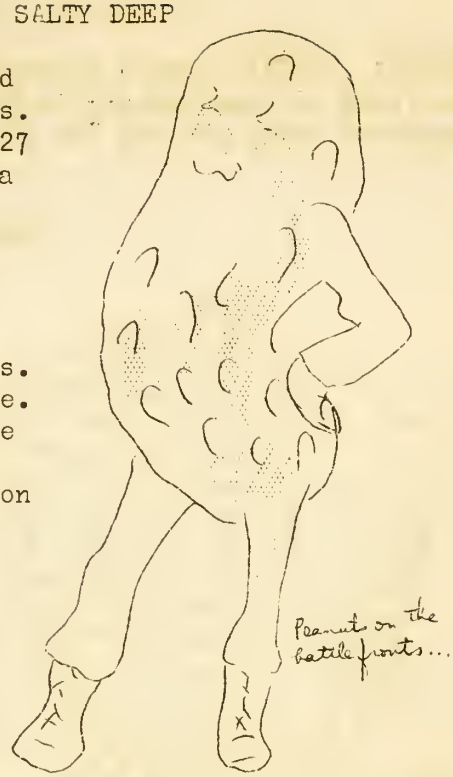
Plenty of Other War Uses, Too

Other cans familiar to consumers in peacetime, and also specially designed containers, are playing their part in the war effort. For instance, cans intended for floor wax are carrying oil for lubricating military equipment. Cans that used to hold shortening now carry graphite grease for aircraft. Household oil cans contain cleaning fluid for rifle bores. The tin box for bread and cookies holds ammunition. Coffee cans contain Very pistol projectors and bomb fuses.

> Cans carry drugs, ointments, medicines and dressings that bring speedy relief to the sick and wounded. Those containers that once were made for tennis balls are standard containers for precious blood plasma. The kit consists of two hermetically sealed tennis ball cans...one containing a bottle of distilled water, the other a bottle of the plasma...together with complete transfusion unit and full directions. As a result of this packaging technique, the time for a transfusion has been reduced from 45 minutes to 5 minutes. Thus transfusions may be administered to the wounded right on the battlefield.

Tin is one of the most perfect protective coverings, but it is less than two percent of the so-called "tin can." Steel, which provides the durability of the container and the real protection to the contents, makes up the other ninety-eight percent. Because of the tin...and perhaps additional lacquer coating...it is just as safe to keep canned food in the tin as it is to empty the food into another container. However, the can must be kept cool and covered to offer the same protection given any other leftover cooked food.

SALTED PEANUTS CROSS THE SALTY DEEP



Salted peanuts in 8-ounce cans will be sold this year at post exchanges to our soldiers. Military requirements call for more than 127 million pounds of both Spanish and Virginia type peanuts packed in tin containers.

The boys overseas have been calling for salted peanuts for a long time, but only last spring was there sufficient metal available to permit packing peanuts in tins. Shelled peanuts do not keep fresh otherwise. Just before WPB granted approval of the use of tin for containers, the Quartermaster Corps in Europe sent a message to Washington saying: "The boys at the front insist on having salted peanuts. Send some along, even if you have to pack them in bushel baskets."

No Circus, But...

As it is not likely that all of the 11 million or more who have the opportunity to buy will do so, there should be enough salted peanuts to mean more than 25 cans apiece for the men and women in the Armed Services that are peanut fanciers.

Peanut butter is not being bought by the soldiers themselves, but is a staple item in the Army diet and is frequently seen on the mess table. The estimated demand for peanut butter by the Army and Navy this coming year totals 73 million pounds.

LEMON OIL IMPORTS

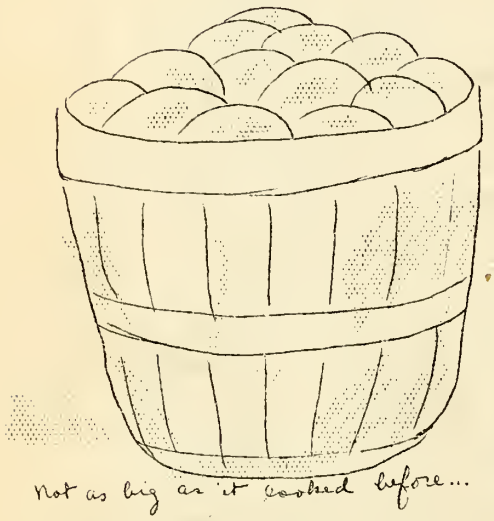
Lemon oil shipments from Sicily are now being resumed for the first time since the war. This oil is used for flavoring in a wide variety of food products --- from lemon drops and beverages to Army K rations. It also is an ingredient in medicines, soap, and some cosmetics. All of the lemon oil imported from Sicily this year is being used by the Armed Forces.

Up until 1930 most of the lemon oil for the world came from Sicily. Then a lemon oil industry was started in California to use the cull fruit. Since then, California has been able to supply the normal needs for this country. However, there's been a heavy wartime demand for this flavoring oil. At the same time, mere lemons are being used in fresh form, so it is necessary to import some lemon oil to supplement domestic supplies.

Lemon oil is found in the rind of the fruit. In Sicily this oil is released by working the rind by hand...then absorbed with a small hand

sponge. In California, mechanical methods are used. One process presses the fruit -- rind and all -- then the juice passes through a centrifugal separator which removes the oil.

FLORIDA CITRUS LOSS



A month ago your listeners could have looked forward to finding Florida grapefruit and oranges even more plentiful than last year. Well, the hurricane which struck Florida and the Atlantic Coast October 19 to 21 caused heavy damage to fruits and vegetables in Florida, and some damage to vegetables in the Carolinas. Here's the first official report from the United States Department of Agriculture on losses and size of crops now expected.

Substantial Loss

Florida production of grapefruit for the 1944-45 season is now down 43 percent... from 36 million boxes to 20 and a half million boxes. This means 10 and a half million boxes less than last season. The heaviest percentage loss was in the seedless variety. Production of this variety is expected to be 48 percent less...or nearly 8 million boxes...7.8...in comparison with 15 million boxes estimated on October 1. The other varieties are now indicated at nearly 13 million boxes...12.7...40 percent less than the 21 million boxes estimated October 1. Salvage of blown off and fallen grapefruit will probably amount to only about 600,000 boxes as a high proportion of the fruit does not pass inspection. Quality of the fruit on the trees has also been reduced by the storm and more of the crop than usual will be in the lower grades.

> Production of all Florida oranges for this season is expected to total 42 million boxes...a reduction of 10 million from the October 1 estimate. The early and mid-season crops which are marketed primarily from October to February were chiefly damaged. Valencias...which come on the market from February to June...do not show as great a storm loss. Only a small percentage of the blown-off oranges will be salvaged.

The loss of tangerines in Florida is less than for grapefruit and oranges. The crop was reduced from 4 million, 7 hundred thousand boxes to 4 million, 4 hundred thousand.

Vegetables seriously affected were snap beans, cabbage, celery, cucumbers, eggplant, green peppers, tomatoes and early potatoes in Florida, and snap beans in South Carolina.

VITAMIN A YELLOW VEGETABLES

Enough pumpkins for more uses than this...

Pumpkins and hard shell squash...chiefly hubbard, acorn and marrow...are now plentiful in most sections of the country. Supplies in some areas are not as heavy as they have been in other years, but homemakers can still include one of these vegetables of American origin in fall meals.

Pumpkins and squash are both good sources of Vitamin A...as are other deeply yellow vegetables. The outstanding function of Vitamin A is the role it plays in the building and functioning of normal cells of the body's external and internal surface membranes. A shortage of Vitamin A may thus affect the skin or the mucous membrane in any part of the body,...such as the eye, the respiratory tract, the digestive tract. The keeness of sight of aviators and of industrial workers is reported to have been increased, and the night accidents of automobile driving decreased, by diets of higher Vitamin A value.

Spicy pumpkin pie is one of the joys of fall... 'specially made rich with top milk and eggs. Squash is good whether baked, boiled, steamed or made into a squash pie.

FISH FILLET

Those millions of pounds of fish now in cold storage throughout the United States are still presenting something of a problem in view of the limited cold storage space...and the quantity of foods needing that space. So every plug you can give either fresh or storage fish as a highly nutritious food -- one important in your listeners' diets -- is all to the good.

Here's another recipe we've come across that might be new to your listeners. With a variety of methods of preparing fish presented them, they're much more apt to be interested in fish than if they know only of frying or baking it.

Fillet Rolls

3 lbs. fillets
3 qts. water
2 tbl. vinegar
1 tbl. salt
1 cup carrots, diced
1 cup celery, chopped

Cut the uncooked fish into long strips. Roll them around the finger and fasten each roll with a wooden toothpick. Boil the water...carrots...celery ...salt and vinegar. Add the fish, and boil about 15 minutes. Drain...then arrange on a platter and serve hot with desired sauce.

FRESH FOOD ROUNDUP

Fresh vegetable supplies are generally lighter this week than last, but your listeners should be able to find enough varieties to give their fall meals plenty of pep and food value without worrying about menu-monotony. Because those three staples -- cabbage, onions and potatoes -- remain relatively cheap, plentiful, and of generally good quality. Rutabagas, too, are ranking with those vegetables these days as best buys of the week, with increased supplies selling at encouragingly low costs.

Turnips are in adequate supply. Turnip greens, collards and mustard greens should be available in quantities large enough to meet the current demand for them. They're reasonably priced, too, and of good quality. Sweet potatoes, varying from light to moderate in supply in this section, are selling at moderate prices. And something to bring a gleam in the eye of the holiday menu-planner are the fair supplies of pumpkins appearing on the markets. They're in adequate supplies for holiday pies, custards and decorations.

Now that the official report is out on damage done the Florida citrus crop by the recent hurricane...your homemakers may be worrying about getting enough fruit juice for their breakfast eye-openers. Currently... citrus fruit has increased slightly in supply over last week, so that quantities are generally adequate. The price is at or near ceiling level. Lemons are relatively scarce, and are selling at ceiling prices. Apples, of course, are plentiful...and they're not selling as rapidly as their supplies warrant. There're plenty of the popular varieties and their price is reasonable. For the luxury item of the week, your listeners should be able to find light supplies of moderately priced California grapes.

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The Fresh Food Roundup is based on general supplies and movements of fresh fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

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Atlanta, Georgia
November 18, 1944

Radio Round-up on food...

A Service for Directors
Of Women's Radio Programs

SWEETS FOR BY AND BY

With favorable weather in continental and island sugar producing areas, American consumers and industrial users will receive about the same amount of sugar in 1945 as they have this year. We must continue careful use of sugar because many of the European markets...which depended on the Caribbean area for sugar before the war...will wish to re-establish normal trade relations in 1945.

At present, Cuban sugar production in 1945 is expected to be below the 1944 level. Sugar cane may be harvested when it's twelve to twenty-four months old. Practically all the twenty-four month cane in Cuba was harvested this year; so cane to be cut in 1945 will be the product of twelve to eighteen months growth, with resultant lower yield.

While prospects in Hawaii will improve only slightly this coming year, prospects will increase greatly in Puerto Rico. In spite of the war situation, Hawaii will produce nearly a normal crop this year and send to the United States approximately 800 thousand tons -- in addition to taking care of an expanded military consumption in the Pacific area. Puerto Rico, in late 1943 and early 1944, suffered one of the most severe droughts in its history. Instead of a normal crop of a million tons, only 725 thousand tons were produced for distribution this year. A normal crop is hoped for in 1945.

War Food Administration
Office of Distribution

Price support programs already announced for cane and beet sugar produced in the continental United States should have the effect of increasing 1945 production at home.

Europe needs sweetening, too

Most European import requirements for sugar have normally been filled from the Caribbean area...and in part from Java. Of course, little is currently known of the 1944 harvest prospect for beet sugar in Europe. And the extent of the European need for cane sugar grown in the tropics cannot be appraised until more information of production conditions in Europe is received. It is not safe to assume that relief will come from the Philippines or Java during 1945.

Sugar in Industrial Alcohol

In 1944 the equivalent of 900 thousand tons of sugar was diverted to production of greatly needed industrial alcohol. Grain was scarce and distilling facilities could be most effectively used with rich sugar molasses. This year there'll be enough grain so that a large part... if not all...of our industrial alcohol can be made from grain and synthetic sources. This action will more than offset the estimated decline in Cuban production.

THANKSGIVING MEAT COURSE

Now that the Quartermaster Corps has bought and shipped enough turkeys overseas to assure our Armed Forces a traditional Thanksgiving dinner, a limited number of turkeys are beginning to appear on civilian markets. The War Food Administration has partially suspended the order which required poultry dealers in heavy producing areas to set aside for Government purchase all turkeys that met Army specifications. Additional turkeys will be obtained for Christmas and New Year's Day dinners for forces stationed in this country, but these orders will be placed later.

Civilian share still short

Even though the set-aside order has been partially suspended, homemakers just won't be able to find enough turkey on the market to meet demands. Labor's short in poultry dressing plants and there's not enough time to get a sufficient supply of birds on the market by Thanksgiving. Prospects for turkey at Christmas and New Year's are better.

Broadcasters might do well to suggest alternate meats for Thanksgiving dinners. Homemakers will have better chances of getting chicken, as poultrymen have a good supply of roosters ready for market. These chickens may be stuffed with a favorite bread dressing. And "trimmings" can add to the festive air. They might serve the chicken with baked spiced peaches. If goose or duck's the usual choice for Thanksgiving, your

listeners will be glad to know the supply picture has improved over last year. Local supply conditions differ all over the country, but the meat at Thanksgiving might be a leg of lamb served with mint jelly...or the main course might be a beef roast with homemade relish, or stuffed veal roast.

YES, WE EXPECT SOME BANANAS

Bananas have been one of the scarce fruits in American grocery stores since the war began. And when a grocer did get in a limited supply, customers lined up for a "sample". This coming year, American consumers can expect to find about 15 percent more bananas than in 1944... although these increased imports will still only amount to about 40 to 50 percent of the supply in pre-war years.

Been waitin' a long time for this..

Bananas will be imported chiefly from Central America and Mexico. These were the chief sources before the war, also, but the larger boats used in the banana trade were taken over by our Government at the beginning of the war. At present the shipping situation has eased slightly and the trade has been able to put a number of small boats into operation.

Giant Size Out

Bananas being imported now are much smaller than normal. Among reasons given are the diseased condition of many of the banana plants and premature harvesting. Grading standards have also been reduced. The small steamers are picking up bananas wherever they can find them without much consideration of size and quality...since there's a ready market for all that can be landed on our shores.

The banana's a tropical fruit and is so susceptible to chilling that it requires much warmer storage than most fruits grown in temperate climates. If bananas are held before ripening at a temperature comparable to that in the home refrigerator, they discolor and lose their power of ripening and softening later in a warmer temperature. So homemakers who buy slightly green bananas are advised to ripen the fruit at room temperature first...then store them in a cool place -- not in the refrigerator, however, as the low temperature may cause deterioration.

EAT MORE FISH

The eat-more-fish campaign -- promoted by the War Food Administration with the cooperation of the Fish and Wildlife Service (Department of Interior) -- extends from October 30 to November 18. It should be an easy campaign to push along...because, for one thing, fish is of value

in the diet because of its excellent quality protein...and varying amounts of phosphorus, iron, iodine, calcium and copper. Fish is doubly desireable right now since it's plentiful at a time when some of the better cuts of meat are short.


Fish that didn't get away...

In good supply...in most sections of the country... are mackerel, cod, whiting, haddock, rosefish, croakers, flounders, scup, lake trout, hake, pike and carp. Broadcasters will want to check on local market supplies to see which fish should be emphasized in their region.

Point-free Frozen Fish Has Good Points

Frozen fish are a time saver for busy homemakers. Most fillets come neatly packaged and with the waste parts removed...ready for easy preparation. And no matter how far they have come, freshness is assured. Frozen fillets, steaks and smaller fish need not be thawed before cooking. All that's needed is a lower temperature and a slightly longer time to effect both thawing and cooking. Larger fish and good sized cuts need to be thawed. This should be done slowly...in a refrigerator or at room temperature. The fish may be thawed more quickly by submerging it in cold water...never in warm or hot water. However, once fish has been thawed, it should not be refrozen, but used immediately.

Variety is the Spice...

You can help in this campaign by suggesting variety in methods of preparation. Fish can be boiled, pan-fried, baked, stuffed, broiled or steamed. And the attractiveness of almost any fish will be increased by use of sauces that add to the bland flavor of the meat. If the homemaker's serving a new fish or a familiar fish in a new guise, she'll want to make it a specialty that'll call for a repeat performance.

CHECKING WFA FOOD RESERVES


Took a set of figuring...

At the outset of the war there was a need to manage the food supplies of this country so that they would do the most toward winning the war as quickly as possible. This wartime responsibility was assigned to the Office of Distribution in the War Food Administration.


To avoid a tug of war over our food supply...

Here's How It's Done

First, food is allocated among our Armed Forces, civilian population, territories, Lend-Lease requirements, relief feeding in liberated areas and to other groups engaged in direct war effort. Then it's up to the Office of Distribution to see

that these allocations are carried out. The Office of Distribution also does the buying of food to fill Lend-Lease requirements, needs of the United Nations Relief and Rehabilitation Administration and certain other claimant agencies. It also buys food to fulfill price support commitments.

At present this agency has a regular working inventory of two million tons of food worth about 600 million dollars...food to meet any condition that could arise. Except for food bought in support of farm prices, most of this reserve is earmarked for the Lend-Lease program. The Office of Distribution operates this inventory much the same as any food wholesaler...buying and selling to keep stocks fresh, selling items which claimant agencies -- for one reason or another -- have not taken, and placing orders for those foods which are needed.

Looking Ahead

While the OD is on a 100 percent war basis, it's endeavoring to conduct its distribution program in such a way that inventories will be as small and marketable as possible when the day of peace arrives. It has set up a sales division which resells food remaining after stocks and needs are balanced off. All sales are made through existing trade channels and only when the market can absorb these commodities at fair prices.

For the five-month period...May 1 to October 1...22 million dollars worth of Government-owned foods were sold back to civilians. These sales included canned and dried vegetables and fruits, meat products, dairy products, eggs, grain products, fats and oils, cotton and other special commodities.

BASIC SEVEN LUNCH AT SCHOOL

The school lunch program is set up and administered the same this year as it was last year, with a dual purpose: (1) To improve the health of the children by serving them a nourishing meal at noon; (2) to encourage the use of foods in temporary abundance, thereby avoiding waste and helping to build better markets for foods produced by our farmers.

Essentially a community enterprise, a school lunch room under the federal plan is initiated by local citizens and managed by local people. Food is bought locally and eaten by children in that community. Profits...which seldom accrue...must be used to improve the lunch room and service.

Schools that want reimbursement from the fifty million dollar fund Congress established for the school year 1944-45 agree to serve one of three types of lunches. Of the three, Type A is the only complete lunch pattern. The Type A lunch is cut from the

Basic Seven, the master design for daily food needs. A Type A lunch, reimbursable at a nine cents maximum, will give a child from one-third to one-half of the food he needs for the day. Type C reimburses for whole milk only, at two cents a half pint. Type B, for which maximum reimbursement is six cents, is a partial lunch designed to supplement food brought from home.

Nutrition education in the classroom has done much to interest children in right eating. But the plate or tray lunch has been much more effective in getting immediate results. A child may know vegetables and milk are better for him than a hot dog and a candy bar...but given a choice he too often selects the latter. For this reason lunch room managers are serving more Type A plate lunches this year instead of giving a la carte service as some have done in previous years.

> A well managed school lunch program begins to show dividends early. Teachers agree that discipline, attendance and scholarship are much improved. School nurses have concrete evidence on the gain in weight, the decline of colds, aches and communicable diseases; they also have fewer requests for aspirin and pills. Better eyes, teeth and clearer skin -- as well as happier faces -- are attributed directly by teachers and parents to the well balanced meal served the children at noon.

A Boon to Their Welfare

One of the most satisfactory features of the entire school lunch plan is the stipulation that every child, regardless of his ability to pay, shall be served the same lunch, without any discrimination. The embarrassment and feeling of inferiority often felt by children less fortunate economically than others has no part in this set-up. Socially, too, many children benefit by eating together. Hands are washed, and in many schools a blessing is repeated. In most school lunch rooms the children stay at their tables a certain length of time, so there's no reward for bolting the food. The liking they acquire for a wider variety of foods carries over into the homes and often influences -- for the better -- family eating habits. Practically every school -- once it serves lunches for a period of time -- continues with the program.

Good Health on the Up-grade

Figures for the number of schools participating in the federal reimbursable program this year are not yet available, and probably won't be until about January 1, 1945. But indications are such that last year's total of 31,000 schools and about four million children participating will be far surpassed this year. Communities interested in having school lunches may get information and make application for reimbursement from their nearest regional office of the War Food Administration -- in this region, Office of Distribution, War Food Administration, Western Union Building, Atlanta 3, Georgia.

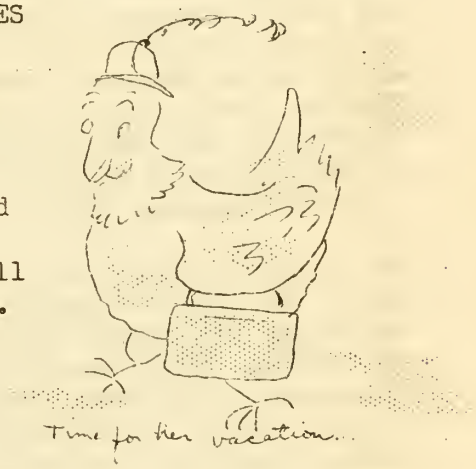
STRAINED SALVAGE FATS

Salvaged kitchen fats are still needed. At the same time, reports over the country show that the quality of salvaged fat is deteriorating seriously. Some homemakers are not straining the melted fat to remove particles of meat and foreign matter. While it doesn't matter how discolored or old the left-over fat may be, the drippings must be strained.

Broadcasters are urgently asked to get over the message to their listeners that salvaged fats be put through a coarse strainer before the fat is taken to the butcher. The homemaker still collects a bounty of two red ration tokens and four cents for each pound turned in.

EGGS FOR COOKING PURPOSES

Laying hens, come the holiday season, begin to think of vacations. From now until the end of December, supplies of breakfast or table eggs will decline. This past spring and summer though, egg production exceeded all records and so there are plentiful supplies of shell eggs now in storage. Many of these cooking eggs will be coming on the market in the next few months. They are just as good as the Grade A eggs for making cakes, cookies and puddings homemakers will be preparing for the holidays.



PRODUCTION LINE FEEDING

The army of well-fed American workers in manufacturing industries continues to grow. The War Food Administration reports that, since March of this year, another million and half workers are obtaining food on the job. This means that about seven million workers are now benefitted by the industrial feeding program.

Different methods for providing meals on the job have been adopted all over the country, but cafeterias are most popular. The majority of plants have installed streamlined cafeterias where hundreds and even thousands can be fed during the usual 30 minute lunch period. Some of these cafeterias have adopted the army mess type of service, providing a one-menu lunch. This method has proved satisfactory to employees when variety in the menu was provided from day to day.

Some of the large "sprawled out" plants and ship yards have introduced mobile units to bring food to their workers. Others that don't have space for a cafeteria depend on lunch-box services to provide adequate nutritious lunches at reasonable prices.

And the results of this industrial feeding program? Better fed workers, fewer accidents, less absenteeism, and more guns, tanks and planes for our fighting men.

FRESH FOOD ROUNDUP

Now's a time that calls for a little ingenuity on the part of your listeners...because varieties of fresh vegetables aren't as plentiful as they've been in the past few weeks. But homemakers shouldn't have too much trouble getting up interesting meals for their families....as well as nutritious ones...with what fresh foods are available. The recent Florida hurricane damaged much of the produce we'd ordinarily be getting in good supply from that State...including such favorites as green peppers...avocados...squash...tomatoes...egg plant...and cucumbers. Most of those are currently scarce...or in light supply at best, on Southern markets.

But there's a good supply of the old stand bys selling at relatively cheap prices. Irish potatoes...and onions, and moderate supplies of reasonably priced cabbage. Much of the quality of that cabbage is only fair, however, and bears careful selection on the part of Mrs. Housewife. Snap beans, though a little higher priced, are in fair supply. Turnips and turnip greens, collards, and mustard greens are in fair supply, too, and their price is comparatively low. Those Canadian rutabagas continue to be one of the best buys on the market for the food value they offer. They're plentiful...and they're as cheap as they've been at any time this year. For specialities of the week, calling for an occasional splurge, there's a little New York cauliflower...some Brussel sprouts ...broccoli...and endive.

But good news for holiday menus is that liberal supply of apples available. They're reasonably priced...a little below ceiling wholesale... and there are plenty of varieties in quantities more than enough for the demand. Most plentiful in cooking apples are York's...while your listeners should find Grimes...Delicious...Staymans and Winesaps for eating apples. California grapes are plentiful now, too...including Tokays, Emperors, and Thompson seedless. Price on these is near ceiling level. Moderate supplies of Bosc pears of good quality are available on most Southern markets. Grapefruit and oranges, in spite of the damage from the storm, are in fairly plentiful supply...though a little higher priced than normal. Lemons are still in short supply...but there are a fair to light supply of tangerines available.

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* sure these products are available in your com- *
* munity. *
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Atlanta 3, Georgia
November 25, 1944

Radio Round-up on food...

A Service for Directors
Of Women's Radio Programs

SHORT AND SOUR...LEMONS

Many of your homemakers have been wondering about the unusual shortage of lemons at their local fruit counters. Here are the facts -- from the War Food Administration.

First, the 1943-44 crop was short and not enough lemons are in storage now to meet all demands until the 44-45 crop comes on in abundance. As of December 1, 1943, the lemon crop was estimated to be a record-breaking one of over 14 million boxes. Unfavorable weather last February...wind and rains in the producing area of California... reduced the crop to a little over 11 million boxes.

Big Demand...Small Supply = Shortage

Along with a small crop, demands ran unusually high this year. This past December and January -- months when shipments normally averaged around 250 cars a week from the West Coast -- they averaged over 300. This increased demand for lemons in winter was due to the number of flu cases across the country. Citrus dealers maintained their shipments because of the large crop expected. Then this summer shipments of lemons were heavier than average because of continued demand at ceiling prices.

So ever since September lemons have been becoming more scarce. The first of November, instead of having 1500 cars of lemons in storage... as there were at the beginning of November last year...there were only 377. While the picking of the new crop started November 1, demand still exceeds supply and will until the first of the year.

War Food Administration
Office of Distribution

Lemons differ from oranges and grapefruit in that they're usually ripened in storage. Only a small percentage of the crop is tree ripened. Most lemons are picked in a "silver" or "green" stage and held in storage two to three months...according to the stage of ripeness when they were picked.

Harvest Time

Harvest of new crop lemons began the first of this month. Most of these lemons, largely from the so-called interior valleys of California, will be marketed by May 1. After May, lemons from the coastal areas will keep us supplied until November, 1945.

While lemons are in short supply, it's important that ceiling prices be maintained to assure a fair distribution. Under price regulations, the homemaker should be paying right now about 12½ cents a pound, retail.

FROZEN VEGETABLES AVAILABLE

Baked beans, squash, pumpkin, spinach, brussels sprouts and cauliflower are the frozen vegetables most plentiful on grocery counters across the country right now. The Army's taking a certain percentage of the frozen lima beans, peas, corn, string beans and spinach for use in camps in this country and on some of the large battle-wagons where there are storage lockers. For this reason, civilian stocks of these particular frozen vegetables are limited...although all are available in some markets right now.

Their Advantages

Frozen vegetables are popular because they add variety to meals when fresh produce is seasonally limited. There's no waste or shrinkage to them, and with adequate temperature, they can be held in the home refrigerator for several days. They are easy to prepare, too, because...with few exceptions...they can be cooked immediately in solidly frozen condition.

MORE THAN A SEASONING

Salt has long, long been valued as a seasoning and preservative. It also plays an important role in nutrition as a regulator of certain processes of the body. In America, there's a boast that never has there been a Federal tax imposed on the traffic in salt. Today this food is one of the cheapest products we consider essential, and we all rather take it for granted.

In spite of the wide availability and cheapness of salt, it's playing a rather new and important role. Scientists have found it an ideal carrier for iodine, a mineral which is essential to the body's well

being in that it's a preventive of simple goiter. The use of this "iodized salt" is particularly important in those areas of the United States where the soil's poor in iodine. In these areas drinking water and foods locally produced are also poor in iodine, and many persons who live there suffer from enlarged thyroid gland or simple goiter. By using iodized salt daily, merely as a food seasoning, people in these areas get the needed requirement of iodine.

...For Health's Sake

Iodized salt, introduced in this country in 1924 in certain regions where goiter was prevalent, is not a medicated product. Rather, it has had something like its natural iodine content restored to it. Iodine does occur in natural salt in varying amounts, but all is lost in the refining processes. In iodizing salt, only one part potassium or sodium iodide is added for each ten thousand parts of salt. The amount of iodine a healthy person needs is very minute, less than the weight of one kernel of wheat. That amount keeps the thyroid gland in good working condition, and, in children, that tiny supply of iodine when used by the thyroid gland controls growth.

> At present, about half of the table salt in this country is iodized, and salt manufacturers will manufacture more if there's a demand for it. As the result of years of scientific study, today's iodized salt never discolors, can be packed in any kind of container, does not lose its iodine through evaporation, and is evenly iodized. At the same time it looks the same, tastes the same, and costs the same as ordinary salt.

AMERICAN FOOD ON THE MOVE

American food is now going to our fighting forces and allies in 56 theaters of war. Another vital share is going to U. S. prisoners of war through the American Red Cross, and still more to the Caribbean area, to Hawaii, to Iceland, to Polish refugees in Russia and to the hungry people of Greece.

The Army does most of its own food purchasing. But the War Food Administration issues set-aside orders to food processors and packers in order that the necessary supply will be available when the Army comes to market. For example, so that our fighting men and women would have turkey for the holidays, WFA had to step in and cut off the civilian supply of turkeys for awhile. Then, to get enough beef, WFA required packers operating under Federal inspection to set aside 60 percent of the better grades of beef that meet Army specifications and 80 percent of the canner and cutter grades. Since not all meat sold in this country is through Federally

inspected plants, only about 30 percent of our total beef supply goes to the Armed Forces. Processors of canned fruits and vegetables, dairy products and other food also set aside a certain percentage of their annual production for the Government to buy.

Grocery Shopping on a Big Scale

The War Food Administration...through its Office of Distribution...is responsible for buying food that goes to our allies, our territories and other wartime claiments. To keep these claimants constantly supplied, the WFA buys five to eight million dollars worth of food a day and maintains a 500 million dollar inventory.

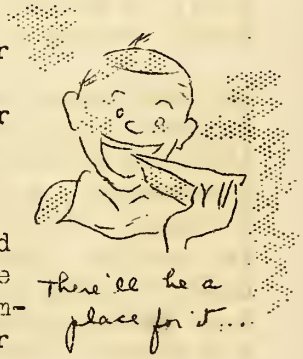
Practical Check-ups

When the constant inventory check-up shows that a certain quantity of food is no longer needed to fill some war order, this food is offered for sale to the trade. To date, most of the WFA surplus stocks, especially brand-name canned goods, have been offered to the packers who sold them to the Government. This is done because the original processor has regular customers and knows the trade for his commodity.

Also, through this method of sales, established selling outlets are used by a processor who has a reputation in regard to his product. Finally, this is the sales procedure most food trade people want. If any quantities are not taken by the original seller, they are offered to wholesalers, chain stores and other trade groups through a uniform and simultaneous public announcement of offer. During the past six months about 23 million dollars worth of food was sold back through the trade...a small quantity compared with the 500 million dollar inventory, but proof that WFA buying is limited to known war requirements.

OPENING OF THE SEASON

Thanksgiving usually heralds the opening of the season for mincemeat pies. So...from now on through the winter ...homemakers will probably be interested in mince pies for dessert. They are more or less a traditional winter dessert in many homes. Chances are that some of your listeners are used to buying the prepared mincemeat mixes at their local grocery stores or delicatessens. This fall and winter, homemakers may not be able to find all the prepared filling they want. If this is the case in your locality, tell them not to give up hope of steaming hot mincemeat pies for dinner during the cold winter evenings. They can easily make their own mincemeat.



For Instance...

Apples...one of the principal ingredients of mincemeat...are among the plentiful fruits on most markets at the present time. Although the apple crop's only average this year, the per capita civilian supply will be slightly more than 38 pounds as compared with the 25 pounds last year.

Raisins are another ingredient to consider when making mincemeat. The total supply of raisins is smaller this year, but the share for civilians was released earlier than usual. Therefore, there should be enough raisins on the market by this time of year. If homemakers aren't able to find candied citrus peel, they can make it at home for their mincemeat and other holiday baking.

It's true that civilian supplies of many spices have been cut since the war. In fact, cinnamon is one of the main ones in short supply. However, you might suggest that homemakers try allspice, which tastes like a blend of cinnamon, nutmeg, and cloves.

Of course, suet and lean beef are two more ingredients necessary for good mincemeat: Homemakers shouldn't have any trouble finding a less expensive piece of lean beef for mincemeat. One of the less tender cuts can be used because the meat is usually cut into small pieces and then boiled for a long time. Suet is easily found, and at a very slight cost.

R. S. V. P.

An index of all the articles that appeared in ROUND-UP for the period January through June 1944 was mailed to broadcasters in July. The index listed stories according to subject matter and the date of issue. As the year draws to a close, another index is in order for classifying articles through the July-December months. This indexing will become a semi-annual enclosure with ROUND-UP if it has value to broadcasters.

We would like to know if you have had occasion to refer to the index mailed this summer. Unless there are requests for a second issued, no index will be compiled at the end of December. If, early in January, you would like an index covering July-December, 1944, please let us know. Our address is, Marketing Reports Division, Office of Distribution, War Food Administration, Western Union Building, Atlanta 3, Georgia. If most of you want the index, it will be issued -- otherwise it will not be mailed out.

FOODS WITH A GRADE

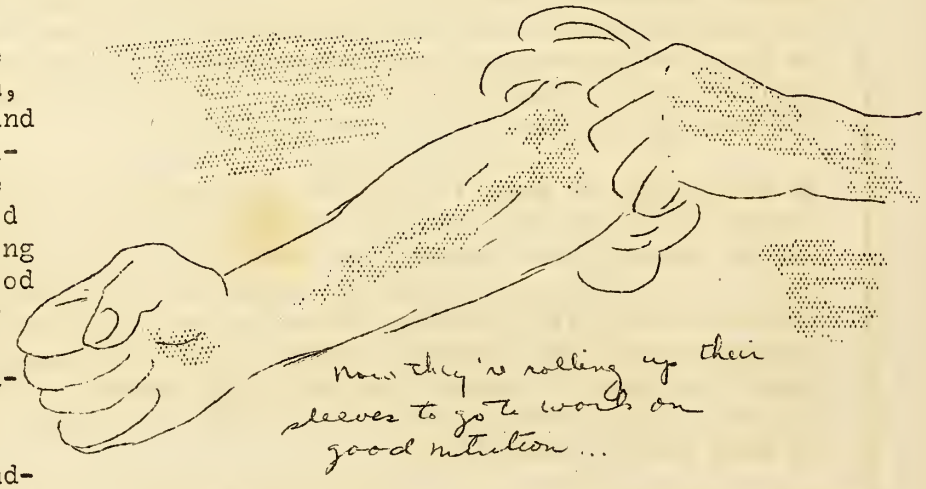
There are still many homemakers who don't know about government grading and inspection stamps. Those women are very likely to confuse the different grades of meat, eggs, and other products. If they knew the different grades and stamps, they'd be getting the types of meat and other products for the purpose they need, and for the price they're willing to pay.

It'll Help

Recently, the War Food Administration published a booklet to help consumers make the best use of graded foods. This booklet gives information on the grades of eggs, butter, poultry, and processed fruits and vegetables. Because of the limited number of copies, the bulletin, "A Consumers' Guide to U.S. Standards for Farm Products," is available only to broadcasters at the present time. For your copy, write to War Food Administration, Office of Distribution, Marketing Reports Division, Washington 25, D. C.

NUTRITION THROUGH LABOR UNIONS

The marked interest organized labor has shown in the national nutrition movement is essentially a result of the war -- not that labor's response to nutrition education before the war was "no." The war itself, though, spurred interest and need for the nutrition program. The sharing of our food supplies...rationing ...more money...food shortages...higher prices...seasonal surpluses...starvation abroad...new food processes... army rations...Lend-Lease requirements...substitutes...over-crowded plants and their feeding problems...all became daily topics in the press and over the radio. The food problem became an important civic activity...a nation-wide, home front function.



And How It's Organized

To get food information over speedily to all labor groups, a special section on labor education was set up in Washington, D. C. in the Nutrition Programs Branch of the War Food Administration. The services of this section are based on the theory that workers can best be reached through organizations in which they have confidence...rather than through new clubs or classes or even civic organizations in which they have not previously taken an active interest.

At the national level, labor's Committee on Food and Nutrition represents all organized labor. This labor advisory group works through educational departments of the labor unions to further nutrition education, victory gardens, school lunches, industrial feeding, and other food interests. The committee also helps local labor organizations to cooperate with State, City and County Nutrition Committees. As a result, local nutrition committees have now reached practically all lay organizations -- aiding them with speakers, courses, movies, exhibits, and demonstrations.

Ingenuity Puts it Across

The changing of food habits involves breaking down indifference and resistance as much as introducing new habits rooted in science. Because of this fact, novelty has been an essential part of labor's nutrition campaign. Exhibits have been displayed at annual conventions, pamphlets and movies on food have been discussed at national and local meetings. These publications, exhibits, and contests have been conducted cooperatively by organized labor and supported by labor. Thus labor is taking part in the national nutrition program.

GRADE B EGGS

You remember the egg surplus problems of this past spring. Eggs continue to demand the limelight...this time, because there's an overabundance of Grade B eggs. The problem is to increase consumption of the medium cost eggs particularly during the next six or eight weeks... while Grade A eggs are short in many markets. You might remind your listeners that these Grade B eggs are equally as good for puddings, cakes, or hot dishes calling for eggs as are the higher priced hen's fruit.

FRESH FOOD ROUNDUP

If your listeners are suffering from that post-Thanksgiving let-down... they probably need to be "perked up" in their menu interests...so it should be good news to pass along that most markets are offering a variety of Southeastern vegetables in moderate supplies. They'll probably want variety...so that their meals won't seem too drab after the special fixin's of Thanksgiving. They should be able to find fair supplies of cauliflower...celery...and cabbage...all at reasonable prices. Creamed cauliflower should enchance the appetite appeal of their meals these days...and that celery is invaluable in adding interest to soups ...salads...and stews.

Of course the staples of the past several weeks...Irish potatoes and onions...remain in first place as best buys...with plenty of good quality on the markets selling at relatively cheap prices. Rutabagas, too, are among the cheapest of nutritious vegetables now available.

Snap beans are rolling in from Florida truck farms in fair supply... while, for their vitamin-rich green vegetables...your homemakers should be able to find plenty of reasonably priced collards of excellent quality. Mustard and turnip greens aren't quite as plentiful...but they're cheap for this time of year. Turnips are a little below normal in supplies...but they are selling at prices to suit everyone's purse. Moderate supplies of sweet potatoes coming in steady quantities to markets make this a vegetable to serve often these days.

The fruit situation remains unchanged from the past few weeks...with plenty of apples of several varieties selling right around ceiling price. Plenty of oranges are available...and grapefruit supplies are adequate for the demand. Tangerines, too, are selling in moderate supplies. For variety in your listeners' fruit bowls...there are light supplies of Bosc pears and a few high priced grapes. Nuts -- including pecans, walnuts, and mixed varieties -- are still in light supply... but they're adequate for the current demand.

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Atlanta 3, Georgia
December 2, 1944

Radio Round-up on food...

A Service for Directors
Of Women's Radio Programs

ENTREE THE MEAT

"I see it around..."

Broadcasters suggesting various meat dishes for the family menu will not find much change in the supply picture for the next few months, because right now about a third of all meat is going to military and war uses.

Beef...which represents about 40 percent of the total meat supply... will be about as plentiful as it has been for the past few months -- which means there'll be slightly more beef for civilians this winter than last.

More of this...

More Veal...

There'll be about a third more veal on the market for civilians during the next three months than during the same time a year ago. This doesn't indicate an increase in over-all meat supplies to the consumer. At present the American consumer buys only one pound of veal to every 25 or 30 pounds of beef. With more veal coming to market, it will just be a matter of substituting another pound of veal for one in the beef column.

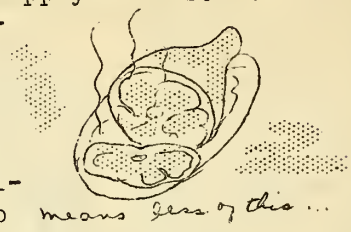
"... and so is this story"

That Yard-wide May Shrink

Lamb and mutton stocks are now in fairly good supply across the nation, but in the first four months of 1945, they may be expected to decline. Livestock indications now point to a reduction in sheep numbers.

War Food Administration
Office of Distribution

Although there'll be more veal and beef in the winter months, the total meat supply will be less than a year ago...about 15 percent less in December. Nearly all this reduction will be in pork. Because of reduction in spring and fall pig crops, there's no indication that pork supplies for civilians will increase before the 1945 spring pig crop comes to market in November and December, 1945. However...should the war in Europe end early in 1945, there's a possibility of some increase of pork to civilians.



MOLASSES MAKES THE GINGERBREAD MAN

Dark brown molasses not only makes the Gingerbread Man sturdy...but it helps put zip in those folks who get a share of it in their diet, too. Dark molasses is a good and inexpensive source of iron. Iron is one of the minerals needed for healthy blood -- especially so after a trip to the Red Cross blood donor bank.

Reports from the War Food Administration indicate that molasses is fairly plentiful in most stores at this time. Made from sugar cane, it not only has the calorie or fuel value of sugar, but a fair amount of iron as well.

We Need More Sweetening Than Our Grandmothers Did

In the last century, Americans steadily increased the amount of sugar they used...from about 10 pounds a year a person to over 100 pounds in 1941. Some of this increase, of course, was represented in commercially made products...confections, canned foods and bakery products. Under sugar rationing, civilian use of sugar dropped to about 80 pounds a person in 1943. Now with molasses plentiful, it's a good idea to take some of our sweetening tips from grandmother. She used dark brown molasses over flapjacks at breakfast. Her baked beans were enriched with molasses, and modern homemakers can also earn praise for this dish and save long hours of cooking by getting a package of frozen baked beans and adding molasses just before heating. Molasses may also be poured over apples for baking...and over winter squash, too.

Molasses On The Cookie Front

Homemakers who want to make a hit with the "small fry" in their families at Christmas will not forget gingerbread men. They can make

the men festive with glazed icing suits and candy buttons. Ginger snaps are another cookie in popular demand. And for a tip you might pass on to your listeners on making those ginger snaps: heat the molasses with shortening to the boiling point. Then stir in the milk and cool before adding sifted dry ingredients.

PUTTING SPICE IN THE NEWS

Good news for spicy cooking. Allspice, ginger and mace are in normal supply on the market right now. These three imported spices are now arriving in amounts similar to pre-war requirements.

Ground allspice is made from the pea-sized fruit of a tree native to the West Indies, and in the West Indies goes under the name of "pimento." Our imports of this spice right now are chiefly from Jamaica and Mexico.

> The flavor of allspice resembles a blend of cinnamon, nutmeg and cloves. It's easily interchangeable in recipes calling for these other more limited spices...a welcome note for homemakers preparing cakes, cookies and puddings for Christmas week.

Our ginger supplies are from West Africa, Jamaica and India. Ginger is ground from the root of a tuberous plant. It's the keynote of gingerbread and cookies, Indian pudding and pumpkin pie. And in the soft-drink industry it's a flavoring for gingerale and ginger beer.

<u>And Still More Flavors...</u>

Mace and nutmeg come from the same tropical tree. Mace is the fleshy growth between the nutmeg shell and the outer husk, and is orange-red in color. The war has cut off our supplies of mace from the Netherlands East Indies, so all present imports are from Grenada in the British West Indies. Mace is good with fish sauces, and a dash in oyster stew has an appetizing affect. Mace also contributes to the golden tint and delicate flavor of yellow cakes, and is a valuable addition to chocolate dishes.

Since the supply of ginger, mace and allspice is favorable, War Food Administration restrictions permit their distribution at practically normal levels. As for cinnamon, nutmeg and pepper...we can expect no increases until the war in the Pacific ends. These spices are under WFA regulations at lower quota percentages based on their respective availability. That means that a spice packer is allowed to deliver a certain percentage each quarter which assures fairness of the civilian supply distribution.

IF YOU CARE A FIG

The War Food Administration announced recently that 5,000 tons of dried figs from Turkey may be available for importation into the U. S. in the near future. These will be allocated to American importers on the basis of individual fig imports during the 12 months ending June 30, 1937. The importers, in turn, will sell them to industrial users in bulk lots and to civilians in popular sized packages.

Fig Figures

Polly'd like a fig for a change, too...

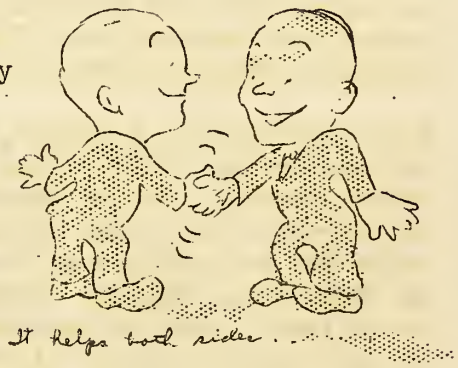
In the pre-war years of 1935 to 1939, the United States imported about 2800 tons of dried figs annually. The supply came principally...and in about equal division...from Turkey and Greece. Though the expected imports from Turkey just about double our total pre-war fig imports, civilians will not find more of this dried fruit on the market in 1945 than in pre-war years. Those imports will just about make up for the decline this year in domestically grown figs. Last year's crop (1943-44) in California amounted to 36,700 tons. This year the domestic crop yield dropped below 30,000 tons. So compared with last year we can certainly use some imports.

If you'd like a Date...

And for another note on dried fruit imports...about 15,000 tons of dates will be coming from Iraq...dates to appear on civilian markets in the coming months. While the imports will greatly supplement the domestic crop, our supply of dates this coming year will still be less than in pre-war years.

IT WORKS BOTH WAYS

Lend-Lease has been described as the "principle of mutual assistance." While the flow of Lend-Lease goods going abroad has steadily increased, our Allies have granted U. S. troops reciprocal benefits in huge volume, also without payment. In all parts of the world...from Iceland to New Zealand... American military and naval forces and our merchant marines have received services and commodities to satisfy many of their needs.



It helps both sides...

Let's look for a few minutes at the Australian and New Zealand reverse Lend-Lease program...especially in terms of food.

Both Australia and New Zealand are devoting 18 percent of their total war budgets to the United States Armed Forces. A substantial part of

this assistance is in the form of food. Army mess kits in the Pacific area are being filled with Australian and New Zealand beef, veal, pork and various canned meats, potatoes, sugar, fruits and vegetables.

Saves Us Cargo Space

Australian potatoes to peel, too.

We have now received from Australia and New Zealand about 1,850,000,000 pounds of food for our forces in the Pacific theater. This program includes not only great quantities of fresh foods, but also canned and dehydrated foods locally grown and processed under a program undertaken especially for our forces. If it had been necessary for us to ship this food from the United States, it would have required 130 loaded ships. We were able instead to transport more guns and tanks and equipment which could not be produced at all or in sufficient quantities in Australia and New Zealand.

Growing More of the Basic Seven

This Lend-Lease program has meant many changes in the Australian food production picture. Australia was not a big vegetable eating nation before the war. Their vegetables...principally cabbage, potatoes, squash, cucumbers and tomatoes...were produced on small truck farms near the cities. Since our Quartermaster Corps menus call for plenty of vegetables, Australia and New Zealand got basic pieces of farm machinery from the United States under Lend-Lease and started vegetable production on a larger scale. More than 5,000 acres of pasture land have been taken over by the New Zealand Agriculture Department and transformed into market gardens producing up to 4,500,000 pounds of fresh vegetables a month for U. S., New Zealand and Allied Armed Forces. Australia...in many cases...has plowed up ground that two years ago was virgin soil.

> Large quantities of these vegetables are dehydrated and canned in special plants constructed since the war began. Virtually the entire output of these plants is going to the Armed Forces.

The food we have received from Australia and New Zealand also includes more than 400 million pounds of beef, veal, lamb, pork and various canned meats. Too, our boys are receiving millions of pounds of Australian and New Zealand butter, cheese, milk and other dairy products. Civilian use of dairy products before the war was high in these two countries but now it has been substantially curtailed in order to supply a share for Americans.

A "GOOD BUY" LIST

School lunchroom managers...like careful homemakers...plan their menus around the Basic Seven Food Chart and...of course...within the limits of their pocketbook. These managers have found a secret of economical buying to be the selection of foods in temporary abundance on local markets. Usually the price on a food in abundant supply is lower than the price of a comparable commodity which is scarcer. This method of buying also helps build better markets for farmers and the food industry.


Takes careful planning...

Each month, market specialists in the War Food Administration send a list of plentiful foods to schools receiving money from the Federal School Lunch fund. During November, the list named such foods as peanut butter, apples, onions, medium cost eggs and canned green beans as being in good supply across the nation. In addition, the list also had a section devoted to foods in good supply in the locality where the school does its food purchasing. This part of the list changed across the nation in respect to the variety of locally grown produce.


...for his lunch menu too.

Those Abundant Foods...and the Reason Why

Temporary seasonal surpluses of food are not new...either now or before the war. Numorous reasons account for a local surplus or a national abundance of certain produce. Good growing weather and irregularities in the seasons frequently contribute to larger than expected or to overlapping crops. Lack of manpower and transportation are two other causes that often give rise to local supplies in unusual quantity. When icing facilities or storage space is not available for perishable foods, these foods must be moved quickly. With the cooperation of government, industry, trade, schools and homemakers, these stocks of abundant foods can be channeled into usefulness instead of being wasted as they might be otherwise.

You might want to point out on your radio program that by making additional purchases of abundant foods the homemaker is not hoarding. Rather, she is taking the pressure off foods in scarce supply.

TOPPING FOR THAT UPPER CRUST

Jams, jellies, preserves, marmalades and fruit butters were produced in volume this year as an essential part of our national food picture.

They are really important when you consider the variety and palatability they add to foods... especially bread and cereal products.

For this...

Of course fruit spreads have a nutritional value...chiefly calories. And we like them for the flavor they add to foods which may have no outstanding flavor attraction of their own...but which are important for protein, vitamins and minerals.

These help..

During this year...about 650 million pounds of commercial fruit spreads will be made for civilian use. This means over five pounds per person. Citrus marmalade and apple butter will be the most plentiful. Jellies in good supply will be grape, apple and crab-apple. In better supply in the fruit preserve classification are blackberry, peach, apricot and grape jam.

Strawberry, raspberry and cherry are fruit preserves in short supply, due to small crops of these fruits this year.

CONSERVATION REMINDER

Just a reminder that the need for conservation of not only paper bags...but of cartons, crates, market baskets and wooden boxes of any kind in which food comes is just as important now as it has been. In some cities... grocers' associations have declared one day a week as "bagless" day when customers must bring their own containers in which to carry home the bread 'n eggs.

You've already had figures on the amounts of paper it takes to blueprint a battle ship...how much it takes to wrap the innumerable articles sent to our battle fronts. Paper has become one of the most important of war items, because without it, other articles of war...munitions... food...and clothing...can not be shipped properly to assure arrival in good condition. Besides that...our lumberjacks have gone to war too...so the manpower-shortage enters into the picture. Result is less for civilian use. Such articles are one of the easiest conserved. It's a simple matter to take our own containers to market with us. All that's needed is a reminder, and a suggestion to your listeners from you now and then as to why it is important that they remember.

FRESH FOOD ROUNDUP

The usual seasonal decline in fresh vegetables plus a little slack due to the cold weather is causing a light market this week...but that doesn't mean your homemakers will have to resort entirely to their stocks of canned goods put up last summer. Potatoes and onions remain in plentiful supply...and there's lots to be done with those two staples in pepping up winter-time meals. Cabbage, too, is available...though it's a little lighter in supply and higher priced, because of the weather...and the fact that the demand for this nutritious vegetable has picked up in the past week or so. Rutabagas are another good bet these days...in plentiful supply...cheap...and of generally good quality.

Light to moderate supplies of snap beans are rolling into market... slightly higher in price than they've been. Then...your listeners should be able to find fair supplies of moderately priced cauliflower ...light amounts of Florida eggplant...and sweet peppers, a little high priced for this time of year.

Sweet potatoes...slated to be plentiful from now on 'til next summer ...are fairly reasonable these days...and they're a bargain from a nutritional standpoint. There's a temporary scarcity of both turnips and greens due to the weather...but it should hold only for a short time.

But there are lots of apples still ready for home cellars...as well as the dining table...selling at or near ceiling level. Plenty of oranges...too...are available...as are moderate supplies of grapefruit...both selling a little below ceiling price. Tangerines are plentiful...though a little higher priced than normal. And for the special items of the week there are light supplies of high priced grapes and Bosc pears.

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Atlanta 3, Georgia
December 9, 1944

Radio Round-up on food...

A Service For Directors
Of Women's Radio Programs

CUT ON A LIMB

Follow their example...

Nuts to you, Lady, and no slam intended 'cause now's the time to buy 'em. Pecans, English walnuts, almonds and filberts...our four principal domestic tree nuts...are of record or near record crop-size this year. We need this big crop because total supplies of imported nuts are curtailed due to the war.

Although the total nut supply is not abnormally large, it's important to encourage homemakers to buy more nuts than usual this holiday season and during the winter months. Reason: the nuts we shall have on hand this coming spring will require cold storage. As you know, this type of storage space is exceedingly limited.

...with more nuts in your menus.

Probably you broadcasters already plan to include homemade nut cake, cookie and candy recipes in pre-Christmas programs. But in addition to this, suggestions for using nuts in other than baked products will help increase sales for the next few months. In other words, put the nut bowl and cracker back on the table. That combination should be as popular as the musical Nutcracker Suite.

War Food Administration
Office of Distribution

Nuts...Despite Difficulties

Growers and shippers have experienced some difficulties in getting the large crops harvested, graded, packed and shipped to market because of scarcity of labor and transportation. Commercial nut shellers have been handicapped to some extent for the same reasons. But all have worked double-shifts to meet the holiday demand.

True, the prices of nuts are higher than in pre-war years. But the cost of products to tree nut growers has increased too. The cost of materials, labor for caring for the trees, harvesting, cost of grading, packing and shelling are all in line with present conditions.

Pecans...

Of the four varieties, pecans grown in our Southern states are now the most abundant -- (about 143 million pounds or 10 percent over last year's bumper crop). Large type pecans of the so-called "improved varieties" are the kinds marketed in the shell for home cracking. The smaller pecans produced on native or seedling trees are usually shelled commercially. These shelled nuts are convenient time savers.

...And Others

Latest crop figures on English walnuts produced in our Pacific Coast states now total about 138 million pounds...making walnuts second to pecans in this year's volume production. Almonds from California are running about 41 million pounds and filberts from the Pacific Northwest (Oregon, principally) about 13 million pounds. Almonds are good salted to be eaten "out of hand"...or they make a special addition to cakes and coffee cakes. Almond paste, which can be made at home from blanched ground almonds, is the base of macaroons and wonderful in certain types of pastry.

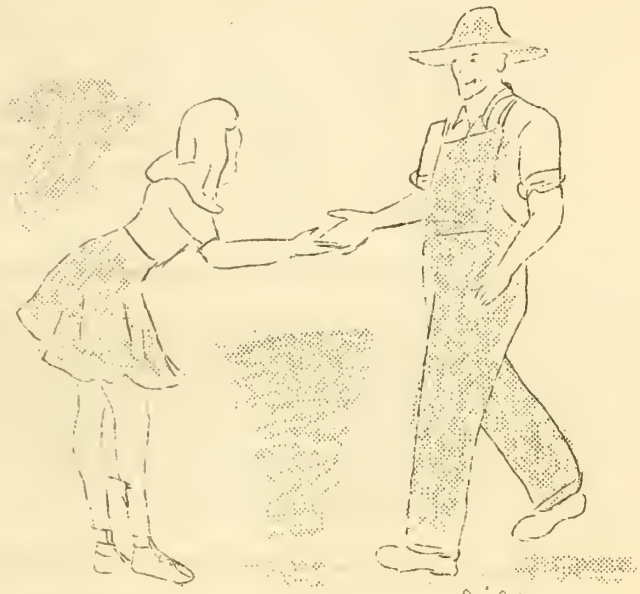
Other domestic tree nuts...black walnuts and hickory nuts...are available in some localities. All in all...our domestic supply amounts to about one pound of nut meats for each person in the United States. Since nuts are rich in protein and fat they are a good food for cold weather...a valuable supplement to the diet during the Christmas period and through the winter months that follow.

WHY THE SALES CURVE GOES UP

Last week in Radio Round-Up we said that school lunchroom managers who were buying plentiful foods were helping "build better markets for farmers and the food industry." We've received a couple of letters from broadcasters asking us to expand on that statement.

Helps the Farmers Because...

If every boy and girl got...or could get...a well-balanced lunch at home, the children of the nation would be eating their full quota of agricultural products. However, this noontime Utopia does not exist. For various reasons many children who do not have the advantage of a school lunch program eat noon meals that are not at all adequate. The fact remains that thousands of well-planned lunches will use more fruits, vegetables, milk, meat and other agricultural products than thousands of poorly planned lunches. So, school lunchroom managers who are serving model meals to the children all over the country are using more of the farmer's products than would otherwise be used.



Cooperation between school child and farmer...

When mothers work they don't have time to shop for and pack nutritious lunches for their children. Children left to get their own lunch would rather play and grab a quick snack. Even when there's an adult to prepare the meal at noon, the lunch may be inadequate...especially if the person who prepares the meal doesn't know the foods a growing child needs.

No Need for Double Loss

In every one of these instances, the farmer has lost a potential market. And the children are even greater losers. When a school serves a noon meal that meets Type A and Type B lunch standards set up by the War Food Administration, every child who participates is assured from one-third to one-half of his daily food needs... school day in and out.

Bonus All 'Round

When you realize that approximately 30,000 schools cooperated in the 1943-44 community Federal School Lunch Program, you can see what is meant by expanding markets for agricultural products. At the same time the schools are seeing the children develop sound food habits that mean health now and in the years to come.

CHRISTMAS SLEUTHS AT WORK

Hula grass skirts, German helmets, rare tropical plants...all are among the unusual gifts our servicemen overseas are sending home. The thought behind those gifts is fine, and the packages bring the sights and experiences of our boys closer to the homefolks. But here's one warning you may want to pass along:

> Have your listeners who receive gift packages from servicemen overseas destroy materials which are likely to carry insect pests and plant diseases. Once established in this country, these pests and diseases could do serious harm to our farms, gardens, forests, lawns, flower beds and homes.

It's impossible for our quarantine and customs inspectors to examine each package to make certain it's free of plants, unprocessed plant products or packing materials that are carriers of injurious pests. The millions of men and women who serve our country overseas are sending home too vast a volume of gift-mail for wartime personnel to inspect at ports of entry.

Precautions Taken

At present, the U. S. Army and Navy are cooperating by giving instructions to the men and women as to what plant materials are likely to carry plant pests that should not be mailed home. Censors are cooperating in the enforcement of these instructions. Postal and customs personnel are assisting our plant quarantine inspectors in segregating packages containing plant material. All this is in the interest of bringing home as rapidly as possible...and with safety...all gifts from overseas.

> Since it's impossible to check all packages, the folks at home must help protect their farms and homes from foreign diseases. So...if the package contains some souvenir in raw unginned cotton, rice straw or hulls, dried grasses or forest litter...perhaps the only packing supplies at the front line...this material should be burned promptly.

When a package containing plants comes in from abroad, it's usually inspected. If passed, the wrapper is stamped "Entry Permitted" or "Inspected and Released" by Bureau of Entomology and Plant Quarantine, United States Department of Agriculture.

What To Do

If a foreign plant has not been stamped with this mark, the package should be sent to the nearest Bureau of Entomology and Plant Quarantine inspection station. These are located in Hoboken, New Jersey; Laredo, Texas; Seattle, Washington; and San Francisco, California. If the station determines the plant is free of disease or pests, it will return the package.

Anyone who wants to receive plants, bulbs, roots and seeds from abroad can follow a sample procedure drawn up by U. S. Department of Agriculture. Just write to the Bureau of Entomology and Plant Quarantine, U. S. Department of Agriculture, 209 River Street, Hoboken, N. J., and ask for instructions on how plants should be packaged abroad. These simple official instructions can be sent to servicemen with the request that they follow them.

Why It's Important

Only with the cooperation of the folks at home can we help keep out foreign plant pests. In the past, the Japanese beetle, European corn borer, Gypsy moth and cotton bollweevil have come into this country from abroad. These insect pests right now cost us in crop damage at least one hundred million dollars a year. That figure is worth a sober thought...if your listeners' Christmas packages contain plants.

FORECAST: A GREEN CHRISTMAS

It'll soon be time to get out the tinsel and lights... because the Department of Agriculture, Office of Defense Transportation and War Production Board believe that an ample number of Christmas trees will get to roadside stands and markets across the country in time for the holiday trade.

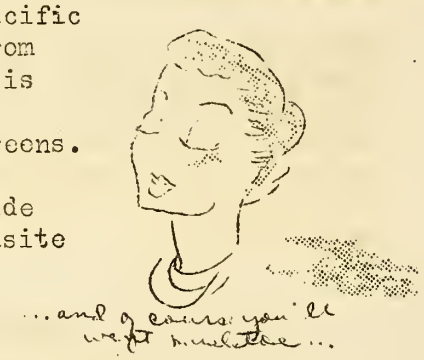
An expected supply of ten to fifteen million trees should provide a selection of "tall 'uns" and "short 'uns" for all families calling for this traditional green at Christmas. Forecasters are suggesting holding off cutting of the trees until orders are in sight...instead of doing all the actual cutting before demand's determined. This method of marketing Christmas trees will prevent an oversupply and dumping of thousands of trees.

Where Your Christmas Tree Starts

Most of the nation's supply of Christmas trees comes from forest land, though some farms make a specialty of growing conifers for holiday sale. Eastern markets are largely dependent on New England forests, particularly those in Maine. Those Eastern forests are almost entirely in the hands of private owners. Big cities in the Middle West will get their trees chiefly from the northwoods country or the West. Some come from local farm woodlots. The West draws a lot of trees from national forest lands. Trees from these nationally owned forests are marked by the Forest Service and sold under special use permits. The cutting must be done without harm to future forest crops.

Another popular green for Christmas is holly. Holly grows along the Atlantic Coast from Massachusetts south to Florida and along the Gulf Coast to Texas. In the past, cutting of holly has been so extensive ... especially in the growing region north of Maryland ... that the tree is disappearing in that section. This year most of the fresh cut holly will come from the eastern shore of Maryland. The Pacific Northwest gets a major part of its holly from cultivated trees. The State of Washington is rapidly developing the cultivation of the English holly tree for sale as Christmas greens.

As for mistletoe...Oklahoma and Texas provide the main market supply. Mistletoe is a parasite and grows largely on the oak and hackberry trees in these two states.



THE SHAPE OF PEANUT BUTTER TO COME

After the first of the year most peanut butter manufacturers will be marketing even a smoother, richer-flavored peanut butter than we're now getting.

In the first place, only No. 1 or top grade peanuts will be going into peanut butter. During past seasons, No. 2 grade peanuts were also used. With slightly more peanuts produced than in 1943, early estimates now indicate enough top grade nuts to meet demands for peanut butter manufacturers. The lower grade peanuts will be used to make peanut oil...popular as a salad dressing ingredient and for use in margarine and cooking fats.

Then, too, manufacturers are able to get priority on certain types of homogenizing machinery. With this equipment the peanut butter can be so prepared that oil separation will be retarded. Those homemakers who prefer the coarser grind peanut butter will find that variety as well as the creamy or "regular" grind on the market.

Important in the Diet

Of course, you broadcasters are familiar with the many uses of peanuts and peanut butter...for sandwich spreads, salads, desserts, cookies and meat sauces. They are among Group Five foods on the Basic Seven Food chart because they are rich in both protein and fat and are good meat alternates. Since the protein of peanuts are of good quality, you could stress the idea that they can well occupy a more prominent place in every-day diets. One ounce of peanuts or two tablespoons of peanut butter will provide about a tenth of the day's requirement of protein. Peanuts can also be an important and inexpensive source of thiamine, riboflavin and niacin. A one-ounce package will supply about a fourth of the day's requirement of niacin.

STRAINED SITUATION

When you tell your listeners to save fat from the holiday fowl or roast for the salvage drive, it's important to accent the fact that all used, cooking fat must be strained. At present, renderers report pieces of bone and other waste matter are going into the salvage can.

Used kitchen fats go into the common national pool of tallows and greases for use in war industries and for civilians. The manufacture of synthetic rubber, metal working lubricants, munitions and other vital war equipment all require fats and oils.

PLIZ LET US KNOW

We mentioned a couple of issues ago that...if you indicated you'd like one...another ROUND-UP index for the period from July-December would be issued at the end of '44...similar to the index of all articles that appeared in issues from January to June, which you received in July. If you feel that the index would be of value to you...please let us know. Otherwise, we will not compile one at the end of December. R.S.V.P.!! Address: Marketing Reports Division, Office of Distribution, War Food Administration, Western Union Building, Atlanta 3, Georgia.

FRESH FOOD ROUNDUP

You might substitute the word "fair" for "plenty" in your resume of fresh foods available...for the most part...on the markets in this region this week, and give your homemakers a reasonably good picture of supplies. Those two stand-bys of the past several weeks -- onions and potatoes -- are still plentiful...relatively cheap...and of good quality, though they aren't quite in as heavy supply as they've been. They're still tops in best buys, however.

Sweet potatoes run them a close second...with steadily moderate supplies available at reasonable prices. Snap beans, now on most Southern markets in fair quantities, are coming in from Florida truck farms at reasonable prices. Cabbage supplies are lighter than they've been...and consequently slightly higher priced...but the North and South Carolina shipments are of good quality. Winter greens -- collards, mustard and turnip greens...are among the cheapest buys of the week. Turnips, too, are a boon to the thrifty homemaker...right along with another nutritious buy -- rutabagas. For variety...there's a light supply of moderately priced eggplant ...a little cauliflower...moderate quantities of sweet peppers to pep up winter stews and salads...and light supplies of squash, now selling at slightly higher prices.

Good news for those with the sniffles are the plentiful supplies of Vitamin C rich oranges and moderate quantities of grapefruit. Both are reasonably priced. Tangerines are in liberal supply...and that fruit should be one of your listeners' best bets for colorful holiday fruit bowls. For occasional treats...Southern markets are offering light supplies of Bosc pears...a few fresh pineapples... and very light supplies of grapes.

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Atlanta 3, Georgia
December 16, 1944

Radio Roundup on food...

A Service for Directors
Of Women's Radio Programs

THIS IS THE STORY

Not of Lili Marlene...but of the Army Christmas menu. It's a story that you, your listeners and the War Food Administration have had a part in. And it's a story that had its beginning months ago.

Take a look at the menu at the end of this story. You'll notice turkey is the main feature. Well, way back in the early spring the Army started buying hen turkeys. And then in July the War Food Administration issued a set-aside order on turkey. Probably you told your listeners that this food order would make it possible for the Army to buy the turkeys they needed and that no turkey would be sold to civilians until the necessary pounds were bought for G. I. holiday dinners.

From Turkey to Nuts

Of course, this menu is the Army's Master Menu, and it will vary somewhat in different parts of the world. Some of the turkey will be boned and canned...particularly in the countries where it's impractical to ship bulky refrigerated food.

As for fruits and vegetables...the Army will make every effort to serve them fresh. In this country, the fruit salad on the Christmas

War Food Administration
Office of Distribution

menu will be made from fresh oranges, grapefruit, apples and tangerines. But in camps abroad the salad will be made from canned fruit.

Because a certain amount of canned fruit was set aside by the War Food Administration for military purchase... and because your listeners have been doing without the commercially canned fruit they would like to have... Army cooks will have the canned fruits they need.

An interesting note here is that cargoes of apples and oranges have been sent to the men on the European battle fields this fall, and very possibly more will reach them in time for the finishing touch to the Christmas dinner. And the citrus fruit that's grown in Africa is of excellent quality and popular with our Army stationed there.

...And all the Trimmin's

Although cranberries were not so plentiful this year, every company will have a share of them...canned, fresh or dehydrated...to make a little of the tart jelly so popular with turkey. Here again a set-aside order of the War Food Administration comes into the picture... 30 percent of the cranberry crop was allotted to the armed services.

The green vegetables on the menu...asparagus and peas...probably will be canned. In addition there'll be whipped Irish potatoes...fresh or dehydrated...and candied sweet potatoes... fresh or canned.

Sage dressing and hot rolls with butter are almost sure to be served every Army man wherever he may be. Fresh bread is one of the highly prized foods that men in action anticipate and enjoy. The butter was mainly purchased in summer months when milk production was at a seasonal high. In every case, allocations were set up by the War Food Administration so that our Armed services would be assured of what they need from America's agricultural production.

Planned in Advance

So you see, months of planning and buying are behind these dinners. Even the menu was planned about six months ago by the Army dietitian at headquarters in Washington. And though men on combat duty may be eating C or K rations Christmas day, they very likely will eat their turkey dinner as soon as they return from active duty... or perhaps before they go.

So here it is...the Quartermaster Corps' Master Menu for Christmas for the armed services:

Roast Turkey — Sage dressing
Giblet Gravy — Cranberry sauce
Snowflake potatoes — Candied Sweet Potatoes
Green Peas — Asparagus
Fresh fruit salad with mayonnaise
Celery — Pickles — Olives
Hot Rolls — Butter
Hot Mincemeat Pie — Ice Cream
Coffee
Candy — Fruit — Nuts

DRUMSTICKS FOR G. I.'S

Every country has a dish that means "special treat." In America, chicken dinners mean Sunday feasts or a more fancy menu when friends and relatives come to visit. Because of these associations, the Army considers chicken a morale food for our fighting men and women. The Armed Forces now face a shortage of 110 million pounds of chicken in the first months of 1945. To enable them to have the chicken they need, the War Food Administration issued a war food order (effective December 11) which reserves all the chicken produced in the Del-Mar-Va peninsula for the Armed Forces. This means that every chicken produced or processed in the important poultry areas of Delaware, Maryland, Virginia and West Virginia must first be offered for army purchase. Chickens that do not meet army specifications are not subject to further restrictions and the owner may sell them when and where he wishes..

Drumstick Career

If you're wondering why this section of the country was chosen instead of some other section, here's the answer. The Delaware, Maryland, Virginia and West Virginia area is one of the few poultry areas in the country where chickens are raised in great number for sale at the fryer and broiler stage. In other poultry sections, flocks are raised not only for meat supplies but for eggs. If the chickensare not to be kept as layers, they are sold off in the summer and fall months. Right now fryers and broilers are the types the Army wants. And in other than these few commercial broiler areas, poultry marketing is at a seasonal low.

So until the necessary chickens are purchased by the Army, consumers from New York City to Richmond, Virginia will find chickens...especially broilers and fryers...few and far between during the next several months.

For Civilians

Storage chickens and chickens produced in other areas are not subject to the order. Neither are other types of poultry...such as duck, turkey, geese or squabs. If necessary other areas may be named to supply chicken for Armed Forces needs. The order will be terminated as soon as possible.

It's true, the stocks of poultry in storage for the whole country are now well over 200 million pounds. The Army owns a small part of this supply, but the balance is not packed suitable for Army export shipment and therefore this poultry will be available to civilians.

POTATOES FOR KP DUTY

When your listeners begin to notice a shortage of the long, Idaho-type of potato, you may want to explain where the supply is going.
Since December 11, all shippers who buy and sell potatoes grown in the heavy producing counties of Oregon, Idaho and California have been required by a recent War Food Order to offer their stocks to Government buyers before making deliveries elsewhere. These potatoes are needed to meet military needs both in this country and abroad, but particularly in the Pacific fighting zone where the Armed Forces are expanding rapidly. The order was necessary because the Quartermaster Corps has had difficulty in obtaining supplies of potatoes in the quantity and quality they need on the open market.

Good Travelers

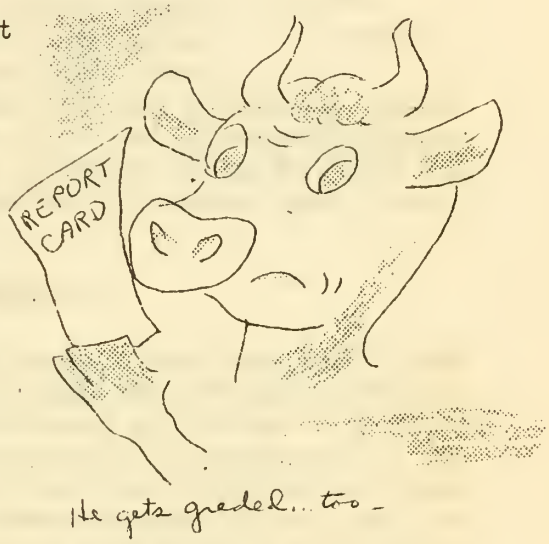
The potatoes from the western areas designated are of good keeping quality and especially suitable for export use. It follows in line of economy of transportation that these western areas be chosen because they are near ports where shipment will be made to the Pacific front. Then, too, a certain percentage of the dehydration plants are in the western region.

Supplies of the potatoes from these designated areas not required to meet military needs will be released into civilian trade channels.

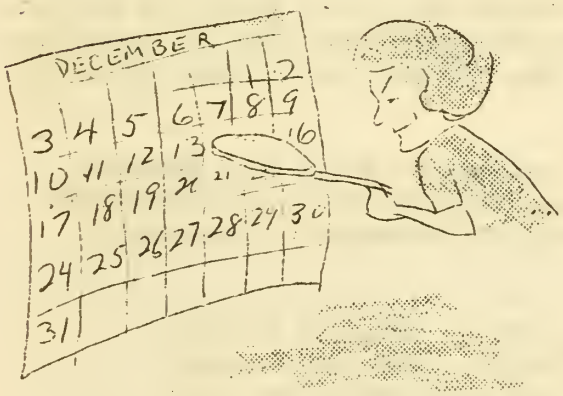
The nation's 1944 potato crop is some 25 million bushels above the 10 year (1933-42) average production. And Maine alone has 40 percent of the 1944 supplies not yet sold in commercial trade channels.

BEEFING ABOUT MEAT

You've been hearing a great deal about meat grading these days...how to distinguish the ration- free utility grade beef from the choice, good and commercial grades that require points. We covered the subject of grades in the June 17 issue of Round-up. If you could use further information, there's a leaflet published by the U. S. Department of Agriculture called "Buying By Grade." It's free to broadcasters on request. Just write to: Office of Distribution, War Food Administration, Western Union Building, Atlanta 3, Georgia. Attention: Marketing Reports Division.



THE SHORTEST DAY OF THE YEAR

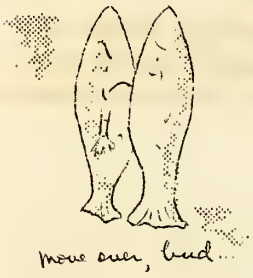


Here's a copy tip for this week... December 21 is the shortest day of the year. You may want to hang some time-saving hints on this angle -- speed-up ideas, such as shredding cabbage for quick cooking...using the absolute minimum of water and having the water boiling to start with, then keeping cooking time short. Probably you have a file full of similar hints...and this would be a good time to air 'em.

PACKED IN LIKE SARDINES

They look like sardines and they taste like sardines...so pilchards caught off the coast of California are marketed under the trade name of sardines. This year, pilchards -- or California sardines --

are one of the nation's biggest fish catches. The expected canned production will be nearly three and a half million cases. That's a "whale" of a lot of sardines when you realize how many of the "little 'uns" are packed into one tin.

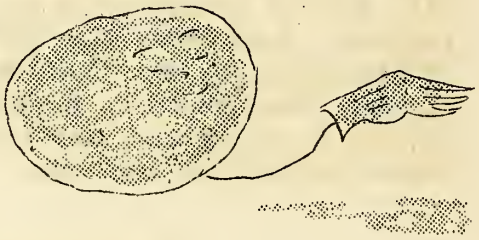


The heavy landings in October and November swamped canneries. Fish meal, by the way, is used for poultry mash and fertilizer and fish oil goes into the national pool of greases and tallows.

Since sardines are in heavy demand for overseas shipment, every possible pound is canned. War requirements will take 55 percent of this year's pack, leaving 45 percent for civilians. This civilian quota will make an important contribution to the supply of canned fish available to the folks at home. Owing to war needs, the civilian supply of other canned fish, especially salmon, is below normal.

KID-GLOVE ORANGES

That's the name sometimes tagged to tangerines because the skin peels off readily -- and if you know the trick, all in one piece. So tangerines are ideal in the fruit bowl for dessert or between-meal snacks -- with no loose juice to make your fingers sticky, and the sections come apart easily.



Lots of 'em,too

Right now these relatives of the citrus family are plentiful in most of the nation's markets. Even with the hurricane loss the tangerine crop is one of the biggest ever. The all high record was set in the 1942-43 season.

Practically our entire commercial production comes from Florida. But tangerines have a short season...they're mostly gone by March. So, you'll want to call your listeners' attention to tangerines while they last.

> Not only are tangerines easy to eat, but they're good for you. They don't have quite the amount of Vitamin C as oranges and grapefruit, but they beat their relatives in Vitamin A...that vitamin which helps prevent night blindness and builds up a resistance to infection.

And if you want a bit of romantic history in your copy...you can point out that tangerines were known several thousand years ago. Way back in 4000 B. C. in China, they were so precious only the wealthy could buy them. The fact that today they are also known as mandarin oranges shows their Oriental origin. Our grandfathers were not as familiar with tangerines as most of us are today...it was about 75 years ago that this fruit was first planted in the United States.

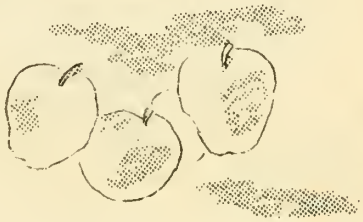
G. I. Fodder

Tangerines are popular in the Army. However, one mess sergeant reported that when he first served tangerines at the table a lot of the boys passed them up. Then he took to leaving a crate open outside the mess hall. He noticed the boys then made a special trip to go by the box and help themselves. Possibly they thought they were getting a taste of forbidden fruit. At any rate, tangerines are mighty well liked in that camp now...so the story goes.

LEMON SITUATION LESS SOUR

We touched on the lemon shortage in a November issue of Round-Up. At that time we explained heavy demands had exhausted the storage supply and it was a little previous for the new harvest. Now the new crop is starting to market. Perhaps your listeners won't notice any great increase in volume for a couple of weeks. But you'll be able to forecast that adequate supplies are on the way.

FLASH BACK ON APPLES



When you're telling about the available supply of apples on the market, you may want to mention a new method for preserving apple juice..."flash" pasteurization.

How it's Done

Scientists at the New York State Experiment station who work on improving fruit juices say that apple juice...they object to calling it cider ...can best be preserved by "flash pasteurization." This means the cans or bottles of juice are held one minute after filling at 170 to 175 degrees Fahrenheit. Next they are inverted for three minutes ...then cooled rapidly. This method saves the original aroma and flavor of freshly pressed apple juice.

FRESH FOOD ROUNDUP

To market, to market...but not, necessarily, to buy the same old thing ...as many of your listeners probably complain. Even if there is a seasonal decline in some of their favorite fresh foods during the winter months...this week should find plenty of varieties of vegetables and fruits in most sections.

Let's take a look at the green vegetables, for instance. Your homemakers should be able to find fair to light supplies of collards, turnip greens, mustard greens, and spinach...even though they are currently in lighter supply than they've been. These vitamin vegetables are reasonably priced, too, for that pre-holiday need to economize on the home budget. There's a fair supply of good green cabbage available, too...though, because it's not so plentiful as it's been, it's now selling at slightly higher prices.

Moderate quantities of snap beans...and even a few high priced limas ...are coming to market from Florida...though those snap beans are going up in price. For raw vegetable salads...homemakers should be pleased to find light supplies of carrots of good quality. They're selling at ceiling price. Nutritionists suggest chopped raw cauliflower in these salads occasionally...to lend a note of variety, and currently there's a light supply of that vegetable available in most sections. Onions...of course...with their "pep" appeal in salads or any dish, continue to be plentiful and cheap.

Potatoes are selling at relatively low prices...and they're still available in moderate supplies. Sweet potatoes are steady on the markets these days, too -- reasonably priced, excellent in nutritive value...and a boon to cold weather menus by their easy adaptability to almost any combination of dishes.

Other root vegetables your listeners should be able to find include turnips and rutabagas, both reasonably priced. And on occasion, they might add English peas, eggplant, squash and sweet peppers to their menus...though these vegetables are in limited supply and higher priced than other favorites.

Apples and citrus fruit continue to lead on the fruit front...with plenty of apples selling at fairly reasonable prices. Oranges are plentiful...but a little higher than they've been in the past couple of weeks. Grapefruit is in relatively light supply...though adequate for the demand. Lemons, too, are looking up...with fair supplies selling at ceiling price. Then of course there're moderate supplies of tangerines, fairly reasonable...and of good quality, but the demand for this citrus fruit with the zipper skin is good too.

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* The Fresh Food Roundup is based on general *
* supplies and movements of fresh fruits and *
* vegetables. It's advisable to check on     *
* local markets to make sure these products  *
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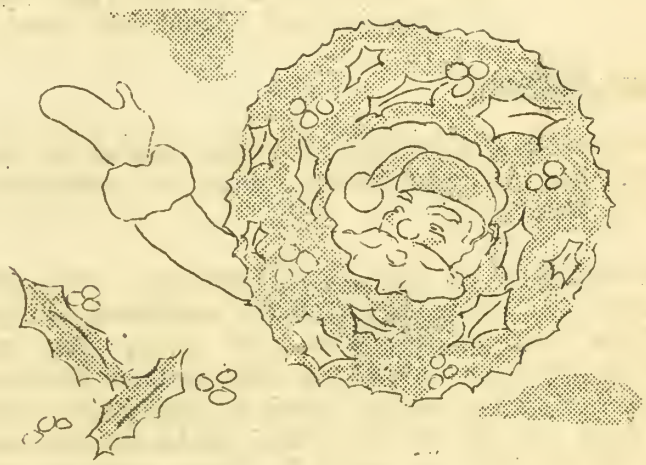
Atlanta 3, Georgia
December 23, 1944

Radio Round-up on food...

A Service for Directors
Of Women's Radio Programs

MERRY CHRISTMAS !

It's a hectic Christmas ...for you and for us... but we'd like to take time out just the same to wish you the best Yuletide possible. You've earned it. Your work has meant a better Christmas and New Year to many a homemaker... because you've given them plenty of help in solving their war-time food problems.



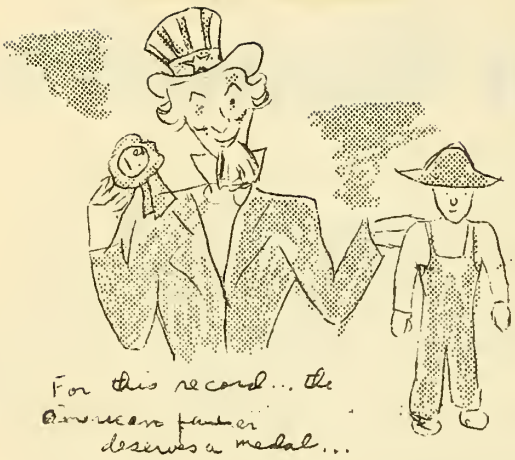
Keeping the public informed on WFA war-time programs is a big job. It's one we couldn't possibly hope to do alone. Yet the public must be informed if these programs are to work successfully. We're grateful -- and we know your listeners are grateful -- for the help you've given in telling the story.

Looking ahead, we hope that Christmas of '45 will be a merrier one, and will bring the peace your listeners are helping to win by cooperating with Uncle Sam in making food do its job in this war.

Again, many thanks for your cooperation...and a very Merry Christmas to you.

War Food Administration
Office of Distribution

RING OUT THE OLD YEAR



When the scores for 1944 are added up, American agriculture will have a tally in the championship class.

According to the last monthly crop report issued by the U. S. Department of Agriculture, record after record has been broken. Put down first the long hours of labor that piled up the harvest. There were fewer skilled men on the farms than in any year since we entered the war. Only power equipment, long hours of labor and peak-season helpers saved the situation.

Despite limited or inexperienced labor and despite growing conditions in some localities much less favorable than in 1942, the crop production in 1944 about equaled the all-time record of two years ago. And it is six percent above last year.

Record Setters

Practically all groups of crops shared in the large production. Totals for grains, fruits, nuts and commercial vegetables were way out in the lead.

Here are some of the yield figures: Corn production now estimated at over 3,228 million bushels shatters all previous records...97 million bushels over that 1942 gage. The nation's largest wheat crop in history stands at well over a billion bushels. This is 70 million bushels larger than in 1915...the highest previous record and also due to war demands. Oats production climbed to over 1,166 million bushels -- which is three percent over last year.

Rice on a Large Scale

Rice production rose to 70 million bushels to exceed all previous records. That's fortunate, too, because this country is now shipping rice to countries that used to depend on Burma, Thailand and Indo-China for their supplies. Besides continuing average civilian allotments, our rice continues to go to Cuba, Puerto Rico and Hawaii ...regular customers before the war. New outlets since the war are the United Kingdom, Russia, West Africa, Greece and France.

...And Still More Bumper Crops

This year's production of peanuts, soybeans, tobacco and hay and forage have each been exceeded but few times. Tobacco production in 1944 is estimated at over a billion and a half pounds. This is

nearly a third larger than last year, and only two percent less than the 1939 record. There is, however, a larger share of tobacco going into cigarettes...27 percent over 1943. But of course the tobacco is aged for varying periods of time, normally about two years.

The cotton crop was only about average, though adequate to meet present conditions. But, the fiber yield per acre -- 295 pounds -- is 23 pounds above the previous all-time record in 1942. This -- even though the acreage harvested is the smallest in almost 50 years.

Potatoes and sweet potatoes will provide about the usual per capita supply. A large part of these crops will go for war requirements. Production of sugar and syrup crops as a group were below average, chiefly because sugar beet plantings continued on a low scale.

No Resemblance to Mother Hubbard's

Although there are some local shortages of feed and hay, Americans start the new year with a larder that looks well for our Army, civilians and Allies.

CHEESE FOR JANUARY

When you're suggesting a dish that calls for cheese, you can count on the same supply on the market now as was available during November and December. Civilian supplies of cheddar in January are expected to be at the level held in these two months...approximately 44 million pounds.

And good news is that this supply is 10 percent larger than in January of 1944. Manufacturers of cheddar cheese are required to set aside only 25 percent of their January production for Government purchase. A year ago it was 30 percent for the same month.

Military and Lend-Lease requirements for cheese are expected to remain high so the set-aside program will continue. But, as in the past, monthly quotas for Government purchase will be adapted to seasonal changes in production.

WITHSTANDING A STARE

Food packed under continuous inspection of the U. S. Department of Agriculture really gets the "eyes." It must withstand a long stare from Uncle Sam's men and women in white. But here's the story.

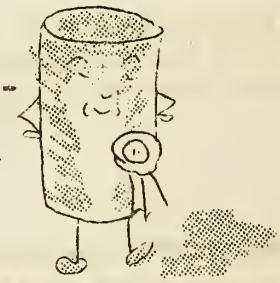
"Continuous" inspection of canned fruits and vegetables was started by the U. S. Department of Agriculture in 1939. The canneries themselves must request and pay for this service. It started as an

experiment with one processor back in 1939...an official check the past month revealed that 72 plants across the country had continuous inspection for the 1944 canning season.

In the first place, a plant that wants Federal inspection service must have clean working rooms with proper ventilation. Then there must be well-arranged working equipment and good facilities for disposing of waste.

No slip-ups in this Scrutiny

When we say "continuous inspection" we mean tests start from the time produce is brought into the canner's receiving station until it is ready to leave for the grocery shelf. Fresh-food inspectors may check the fruits or vegetables as they are delivered at the cannery receiving platform. Then processed-food inspectors are highly trained food specialists. About half of them are women and they are stationed in 50 laboratories across the country. Inspectors best fitted by experience to observe plant operations are assigned from the laboratories to work in plants desiring continous inspection.



So You'll Know What You're Getting

These processed-food inspectors watch the preparation, cooking and filling of the containers. This means checking everything from the washing and peeling of a fruit to checking on instruments that control temperature and canning pressure. It means the inspectors take ample cans from the finished lot to the canner's laboratory for further analysis and scoring. Here the cans are opened and inspected for such things as ripeness and color, careful workmanship, removal of blemishes, acid or sugar content, size and maturity. All the tests involved determine the final grade given a product.

Look For It

How can you tell if canned food has been packed under "continuous inspection?" Well...each container bears an official shield stamped on one end. The label, too, often bears the words "Packed under continuous inspection of the U. S. Department of Agriculture."

NOW WITH HARMLESS SHELLS

German prisoners of war are helping sort peanuts for quality and grade in Georgia, Florida, Alabama, North Carolina and Virginia where the crop is grown.

Final grading of peanuts in the mills is done by hand. This is done to make sure that the public gets only the best peanuts from the crop. This year there was close to a record crop, and mill operations fell behind schedule because of a shortage of labor. The use of German prisoners of war has done much to relieve the labor problem.

Reports to the War Food Administration say that when the men were first brought to work they were slow. They were entirely unfamiliar with peanut sorting and selection. The prisoners quickly improved with practice, and when put on a piece-work schedule could finish in six hours what was considered a good stint for an eight-heur day.

FRESH FOODS FOR A FRESH LOOK

"Something old, something new" starts the bride-to-be on her trousseau attire. Well, "something cooked, something served in fresh form" is a good thing to remember for winter meals.

Of course, cold weather calls for fuel and energy producing foods. And, fortunately, the majority of people instinctively eat the amount of calorie foods they need. Otherwise there would be more overweight and underweight people than there are now.

Many homemakers are now following the Basic Seven Food Chart when they plan their meals. This means, among other things, that they see that their families are served vegetables and fruits twice a day. But in winter they tend to neglect the importance of seeing that "fresh fruits and vegetables are served.

Get Protection With Vitamins

Vitamins are "protective" food values...they help prevent infections and build up a resistance to colds. Those vitamins supplied in fruits and vegetables are best maintained in the fresh product. So urge your listeners to serve some fresh green and yellow vegetable...or a fresh fruit...at winter meals. You might suggest crisp green salads, cabbage slaw, carrot strips, apple and citrus fruit salads...all with vitamin freshness.

YEAST RISES TO THE OCCASION

It's easy to take the ordinary things of life for granted. Most of us don't even think about the importance of many of the ingredients that make up our popular foods. Yeast is such a small component of a loaf of bread that we're likely to accept it without thinking.

In fact, this happened to the people in a small South Dakota town several winters ago. They had a terrible blizzard which kept them snowbound for about a month. During that time they had to eat only the foods that were available in the town, because all contacts with the outside world were cut off.

> They managed very well with everything except bread. The town baker ran out of yeast. It was then that the townspeople realized the importance of this minute ingredient of many bakery products. Because yeast was so vital, the people called out of town, and had an airplane drop cakes of yeast on a flight over the town.

What it is

You might explain to your listeners that the small packages of yeast they buy in their grocery stores are known as compressed yeast. We have an adequate supply of this kind of yeast to meet all the existing demands for it. Yeast is a microscopic plant which is grown on a solution of beet molasses and cane molasses. The proportion of cane molasses varies with each yeast maker. Every maker has a strain of yeast all his own to give his product individual characteristics. Nutrient salts are added to the mixture of beet and cane molasses to make the yeast grow properly. Air is blown through the mixture and the yeast is drawn off. Then the yeast is put in a machine similar to a cream separator and washed to get rid of any trace of molasses. The next step is to put the yeast through a filter press in order to get out as much water as possible. The last thing done to the yeast is pressing it into either small blocks for homemakers to buy, or the large one-pound size for bakers. Some homemakers need to be reminded that this kind of yeast must be kept under refrigeration all the time. If it's left at room temperature, its baking qualities are reduced and it becomes moldy.

...To make it good.

...And Another Kind

There is a kind of yeast that does not have to be kept in the refrigerator. This is a compressed yeast that has been dried at such

low temperatures that it is not killed. The final product is a brownish yellow granular material that can be used the same as compressed yeast. It is known as active dry yeast. This type of yeast has been set aside for military and Lend-Lease purposes so homemakers probably won't be able to buy any for quite a while.

A third type is known as brewer's yeast. As the name applies, it is a by-product of the brewing industry. Formerly, this was not used at all, but during the early part of the war, an effort was made to recover it. Now large amounts are being recovered, dried, and used for animal feeds. It's also being used for foods -- but before it can be utilized for this purpose, the bitter flavor must be removed. This is done by carefully washing it with an alkaline solution.

Primary grown yeast is also a by-product of the brewing industry. In this process, the bitter yeast is put back on the molasses and grown. It is a food yeast, used in making pills, yeast extracts, and similar products.

UNCLE SAM'S GUEST HOUSE

Many homemakers are still in the midst of their holiday entertaining. And perhaps they are even a bit tired of getting ready for guests. A comparison of their problems with the problems of Uncle Sam's hostess might be cheering by contrast.

> Blair House is the mansion in Washington where our Government entertains high officials from other nations. Mrs. Victoria Geaney, the housekeeper, not only has to be sure the guests are in exactly the right place at the table, but she has to check on the habits and customs of each guest.

When Uncle Sam expects a high official from another Government, the State Department calls the Blair House and tells Mrs. Geaney who is coming, where he's from and all about it. Mrs. Geaney immediately reads up on the likes and food customs of that country, and of course the Protocol men in the State Department are ready with advice, too.

Thrift There, too

Although Mrs. Geaney entertains for some of the most famous people in the world, she's still a thrifty housekeeper. Her staff prepares left-overs in attractive ways. She says that casseroles with unusual sauces seem to be all-'round favorites. So that all fat can be salvaged, the excess is cut from the meat before it goes to the table. And the chef knows all the tricks of the trade when it comes to food conservation.

There is no waste in the well-organized kitchen at Blair House -- all entertaining is geared to war...just as your listeners, on a smaller scale, are gearing theirs to the times.

FRESH FOOD ROUNDUP

The pre-Christmas rush on fresh foods for holiday feasts...as well as on everything else...has made a heavy toll on Southern markets this past week...so the days after are apt to find Mrs. Homemaker counting a lot on her Christmas left-overs. Of course, the old standbys -- Irish potatoes, onions and rutabagas -- are still in plentiful supplies and selling at reasonable prices. Green vegetables -- collards, mustard and turnip greens -- are in lighter supply than they've been, and, though fairly reasonable in price, much of the quality is only ordinary.

Sweet potatoes, however, one of the best of the cold-weather vegetables, are in moderate supplies on most Southern markets. They're moderately priced, too, and a companiable food with most any combination your listeners are apt to serve. Moderate to light quantities of cabbage are rolling into markets in this region...at reasonable prices for this time of year. And, for other raw salad ingredients, your homemakers should be able to find light supplies of carrots, celery and green peppers, though they're not as reasonably priced as they've been in most sections. For variety, there are very light supplies of eggplant, only a little squash, snap beans, limas and broccoli.

But markets will still be offering lots of apples, oranges and tangerines, to keep the post-Christmas fruit bowls colorful. They're reasonably priced, too, and of generally good quality. Grapefruit is in light supply...but adequate for the current demand. And there seems to be little demand for the light supplies of Bosc pears still available.

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The Fresh Food Roundup is based on general supplies and movements of fresh fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

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Atlanta 3, Georgia
December 30, 1944

Radio Round-up on food...

A Service for Directors
Of Women's Radio Programs

MEATS BACK IN THE "RED"

"I have to be democratic about this thing."

Homemakers who haven't been able to find bacon and some other kinds of meats at their markets should be glad to hear of the recent change in the "red" ration list. One of the reasons for the shortages of certain kinds of meat was a maldistribution of these cuts. The meat has not been shared equitably between meat producing and non-producing areas. By putting these meats back on the ration list, it's hoped that there'll be a much more even supply of meat throughout the country.

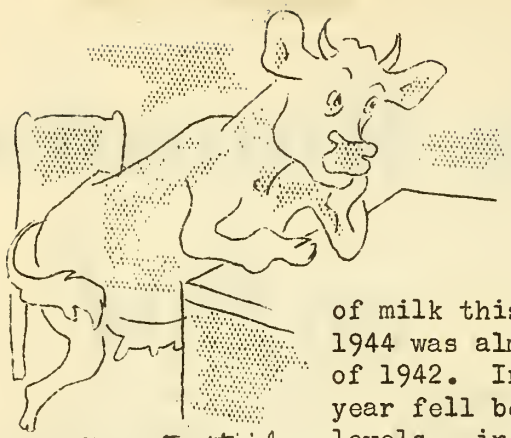
Of course, maldistribution of meat wasn't the only reason for the shortage. Even though there was an increased production of meat in the United States in 1944, demands for our meat have increased during the year. More meat is needed for military uses...while increased incomes have pushed the civilian demand for meat far ahead of the supply.

...And for the Future

Prospects for 1945 are not brighter for civilians. For the first quarter of 1945, civilians will be allotted about 15 percent less of all kinds of meat than they received during the last three months of 1944. This allotment by the War Food Administration means that each civilian will average about 127 pounds of meat for the entire year. That's about the same as the 1935-39 average, but only about three-fourths of what their high purchasing power would enable people to buy if rationing were not in effect.

War Food Administration
Office of Distribution

BUTTER "FLIES" FROM THE MARKET



"...and I'm not sittin' down on the job, either..."

Butter...as you well know...has hit a new war toll of 24 ration points a pound. The meaning is quite clear -- the supply is very low and the demand high. Here's the story that led up to the recent point change:

In spite of the present butter situation, there were near record supplies of milk this past year. Fluid milk production in 1944 was almost as high as in the peak dairy year of 1942. In contrast, butter production for the year fell below both 1943 and pre-war (1935-39) levels...in fact, to the lowest level in about 20 years.

Why wasn't more butter made? Well, the additional milk produced was drained off in the form of fluid milk by civilians and by military and Lend-Lease requirements for cheddar cheese and milk...fresh, condensed, dried and evaporated.

We began with a small butter production and we shared it. Of the amount made, 80 out of every hundred pounds produced during the year went to civilians...15 pounds went to our military forces and the remaining 5 pounds went to Lend-Lease...mostly the Russian Army and their hospitals. In other words, 95 percent of our butter was for American use.

Where It Goes on the Homefront

That 80 percent of the supply for civilians should have meant one pound a month per capita. But this doesn't tell the whole story. Farm families, producing their own butter, customarily use more than the average family. This reduced the share for non-farm families a bit more than three ounces. Restaurants, institutions and industrial users also took a slice out of the amount for home use...a bit less than three ounces. With these six ounces removed, the average share for urban users averaged ten ounces a month. Total unrationed civilian demands for butter today would probably be far more than the 16 to 18 pounds per capita consumed in pre-war years.

Where did the Rest of the Milk Go?

Civilians on an average drank 160 quarts of milk in 1944...as compared with 126 quarts in the pre-war (1935-39) period. This great and expanded consumption of fluid milk has been permitted and encouraged by the Government. Milk provides many civilians with nourishment not readily obtained in other forms. It's also an economical food. And even if fluid milk sales had been limited to the 1935-39 level, there would still be only about four-fifths as much butter for civilians as they used before the war. Military and Lend-Lease requirements for butter would still need to be filled.

Nor can we overlook the need for other dairy products. Milk...dried, condensed and evaporated, and also in the form of cheddar cheese...is vital to our soldiers and Allies. These foods are nutritious, easily stored and shipped.

Ice cream production also takes a large share of the milk supply...especially for the Armed Forces. The civilian supply of ice cream is taking only 65 percent of the cream used in June, 1943. Civilian use of some other dairy products also have been limited to divert milk to more essential products. Retail sales of whipping cream have been prohibited and sales of light cream have been limited to 75 percent of the June 1943 level. Cheese, other than cheddar -- is limited to the amount made in 1942.

Butter Supplies for 1945

How much butter will there be in 1945? Well, milk production is expected to be near the 1944 level. The rationing of butter and the extent of Government requirements of dairy products, the use of ice cream and the demand for fluid milk...as well as price factors...will be weighod when producers decide whether to market butter or cheese or whole milk in one of its several forms.

POINTERS ON CANNED VEGETABLES

Why the off-again on-again rationing of many of our canned vegetables? In September when the War Food Administration ordered 17 major items of canned vegetables, fruit juices and spreads removed from rationing, there was a general optimism about the conclusion of the war in Europe.

At that time it was anticipated that, with victory in Europe, part of the food set aside for the Army might be released for civilian use.

Here is the Picture

In view of the present state of military operations in Europe and the stepped-up offensive in the Pacific, there's little likelihood of relief for civilians through early releases of military food stocks. The more troops overseas, the greater demand for processed foods. We now have five million troops overseas. Also, ships at sea require large quantities of processed foods. During combat operations troops use "K" and "D" rations. When they get relief, they return to a regular, full-rounded diet.

About 65 pounds of supplies of all kinds are needed for each soldier overseas every day. Nearly ten percent of this total is food...or an average for all theaters of operation of six pounds of food for each soldier every day. Nor is it the Army policy to draw on food stocks of liberated or conquered territory. Except for certain supplementary items, such as fresh fruits and vegetables, all food is carted in over the beaches and through the ports, up the long supply lines to the front.

Most processed foods, especially vegetables and fruits, are produced seasonally. With most seasonal packs now complete and military and other Government requirements known, we must assure the best distribution of available civilian suppies until the next pack comes in.

MORE ABOUT "LESS"

Stocks of sugar in the United States are at a record low for this time of the year. Here are a few of the reasons:

The outbreak of the war cut off some of our most valuable sugar imports, and shipping space was limited from the countries where we could get sugar. On top of this, sugar beet crops in this country have been short during 1943 and 1944. In addition, sugar was used in many different ways. During the past year, large quantities had to be used in the production of industrial alcohol for synthetic rubber and munitions. As more of our men went into the Armed Forces, more sugar was needed because they consumed more sugar as servicemen than as civilians. With record fruit crops, large quantities of sugar went for industrial and home canning. Also the civilian demand for foods containing sugar increased with rising incomes.

The Grains are Fewer

Looking into 1945, we face a tight sugar situation. Although most people don't realize it, each person averaged 88 pounds of sugar during the past year. Of course, that includes every food containing

sugar. For the coming year, it's expected that each civilian will have about 10 pounds less for all uses. They will notice this reduction chiefly in such commodities as commercially made soft drinks, candy, chewing gum and the like.

G. I. Joe Needs It

Naturally, military demand for sugar will be high during the coming year. Practically all Army field rations contain sugar in direct granulated tablet form, or in biscuits, beverage powders, chewing gum, canned meats or the famous "D" ration candy bar. Too, large quantities of sugar are used in regular Army mess halls and Post Exchanges. In fact, each soldier gets over twice as much sugar a year as the average civilian.

Where It Will Go

In actual figures, the total U. S. sugar requirements for 1945 will be about seven million tons. A breakdown of these figures show that 5,400,000 tons of this will go to civilians. Approximately one million tons will be needed by the military, and 600,000 tons to the minimum needs of Lend-Lease and international relief shipments.

IN THE SPICE BAG

Ginger and mace have recently been taken off the list of foods controlled by the War Food Administration. Now that the supply is close to normal, fair distribution will continue without regulation. This is in line with the War Food Administration policy of removing restrictions as soon as supply, shipping and other strategic war conditions permit.

Cinnamon supplies for 1945 are below those of last year -- so this spice will continue under tighter regulation. Beginning January 1, packers, receivers and industrial users will get 25 percent instead of 35 percent of the supply they handled in the same quarter in 1941.

The only other spices besides cinnamon now under regulation are nutmeg and pepper. The latter two will be distributed on the same quota percentage as in 1944.

CUT AND DRIED OPINIONS

Do American homemakers want to use dehydrated vegetables?

To test consumer reaction to these products, about 40 grocery stores in Grand Rapids, Michigan, are going to sell dehydrated vegetables

for the next six months. The Farm Credit Administration with other agencies in the U. S. Department of Agriculture and the National Dehydrators Association will check on sales and consumer approval.

Products being offered include dehydrated beets, onions, carrots, diced white potatoes, Julienne white potatoes and diced sweetpotatoes. The vegetables will be marketed under a mutually agreed upon brand...called "Hy-Rated" and the labels will state that the vegetables are packaged for the National Dehydrators Association. The products will be sold at reasonable prices consistent with the cost of production. The labels will contain cooking directions. Also, a recipe booklet, "Cooking Dehydrated Vegetables," which was prepared by the Bureau of Human Nutrition and Home Economics in the Department of Agriculture, will be distributed to purchasers.

Grand Rapids was chosen for the test because it has a diversified and fairly permanent population with stable industrial income.

ALL DAY COFFEE DRINKERS

To be a judge of good coffee, you have to be able to sniff and "slurp" as well as taste. At least, that's the opinion of the two civilian specialists in the Quartermaster General's office who purchase the coffee supplies going to men and women in the Army, Navy, Marines and to the Red Cross, for Lend-Lease and for civilians in liberated areas.

It's an Art

In their office at Buzzard's Point, in Washington, D. C., these two experts take samples of coffee beans and grind them to a fine consistency...about like cornmeal. The men say the coffee must be ground fine to expose all the cells to the action of the water... thus giving the cup of coffee its body and aroma. A little of each coffee sample is poured into three cups to assure a fair test. About 50 cups, or 15 different kinds of coffee...all carefully labeled...are tested at one time at a big round table with a revolving top. These experts say the way to make the best coffee is to use freshly drawn, cold water. When the water comes to a boil it should be poured immediately over the coffee. If the water is allowed to boil before it's used, it gets flat and loses oxygen. Drip coffee is the best method to use, they say...and boiled coffee the poorest.

Coffee by any other Aroma...

When all fifty cups are filled, the men give each cup the aroma test. This is important because sometimes the coffee bags have been packed in the hold of a ship with other food ...such as bananas...which impart an odor to the coffee beans. The odor does not effect the taste of the coffee, but it does affect the quality of the coffee...and, consequently, the price. If the coffee gives off an unpleasant odor, it's immediately discarded without further tests. The men can always tell where the coffee grew from the aroma. At the present time, the United States is buying coffee from 20 different countries, mostly in the South American region.

Emily Post to the Contrary

By the time the men have smelled all fifty cups, the coffee has brewed sufficiently for the tasting test. The method of tasting is called "slurping" ...a form of sipping never approved in polite society. A teaspoonful of the coffee is held about an inch from the mouth and tossed in with a loud sucking noise. In this way the coffee sprays the back of the mouth where the taste buds are more sensitive and more accurate. The men never swallow the coffee, for they spend several hours every week tasting coffee, and if they swallowed it all, their digestive tracts would soon wear out.

In addition to testing the coffee, the men direct the buying, roasting, packaging and distribution of it.

JUST A REMINDER

Now that butter and about 85 percent of our meats have new point values...mostly on the upward side...red ration points must be carefully budgeted. Tell your homemakers of the patrictic way to extend those points ...by collecting two red ration points for every pound of salvaged fats turned in.

More than ever, each drop of used cooking fat is needed in the manufacture of essential materials.

FRESH FOOD ROUNDUP

Heavy holiday buying...plus the weather...plus the usual seasonal decline has made the markets look a little clean swept this week... but your listeners won't have to depend too heavily on those re-instated ration points for fruits and vegetables. There are still plenty of Irish potatoes...one of the best of culinary standbys... and lots of onions to pep up the most common-place of meals... though the tendency in that pungent vegetable is towards slightly higher prices on the wholesale market.

Root vegetables are in moderate supplies...including turnips... rutabagas and sweet potatoes. For the necessary Vitamins A and C, most markets are offering fair supplies of turnip greens, mustard greens and collards, all selling at reasonable prices.

Other fresh vegetables available in light supply include snap beans...a little high priced, but due for an increase in quantity soon. Cabbage, too, is on most markets in this section in light supply, though the price is higher than it's been for several months. Celery, though in lighter supply currently...should be more plentiful in another few weeks.

Cauliflower and carrots are available, too, to add variety to meals, though price on both is slightly high. Other vegetable favorites...including cucumbers, eggplant, squash and tomatoes are currently scarce and high priced.

Though the price on apples is unchanged, supplies have dwindled, though they should be adequate for the demand. And right in line with these lighter supplies are the citrus fruits. Both oranges and grapefruit aren't as plentiful as they were a week or so ago... but homemakers can look for more of these fruits in another few days.

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The Fresh Food Roundup is based on general supplies and movements of fresh fruits and vegetables. It's advisable to check on local markets to make sure these products are available in your community.

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Atlanta 3, Georgia

Radio Round-up on food...

A Service for Directors
Of Women's Radio Programs

I N D E X

January 1 - June 24, 1944
(26 issues)

This index is issued as result of requests from Directors of Women's Radio Programs. It is now planned to issue an index every six-months.

War Food Administration
Office of Distribution

ARMED FORCES

3/25 -- C/O Quartermaster
4/1 -- Pease Porridge Hot (cooking army style)
4/15 -- More About the Boys (food served to servicemen overseas)

ASPARAGUS

4/8 -- It's Good Old Asparagus Time

BAKING POWDER

1/15 -- Something New Has Been Added (calcium carbonate)

BEANS

1/1 -- Our National Bean Bag is Big
1/8 -- P.S. to the Bean Story (more pork and beans released to civilians)
1/29 -- Introduction please (frozen baked beans)
2/5 -- Baked Beans -- 20th Century Style
2/12 -- Wax Eloquent About Beans (green and wax)

BEETS

4/15 -- Let's Eat More Beets
4/22 -- First Aid for Bleeding Beets (keep the color when cooking beets)
4/29 -- Can You "Beet" it? (odd facts about beets)

BELTSVILLE RESEARCH CENTER

3/11 -- Nothing But the Best

BREAKFASTS

6/10 -- If It's Just Coffee and Toast For You

BUREAU OF HUMAN NUTRITION AND HOME ECONOMICS

5/20 -- Hail to the Chief of BUNHE

BUTTER

2/5 -- Butter Allocations
3/11 -- "Butter Get" it Straight
3/18 -- A Bit About Butter

CABBAGE

1/29 -- Making Plans for the Cabbage Crop
2/12 -- Cabbage by the Carload
2/19 -- Cabbage Stowaway
2/26 -- Victory Food Selection
3/18 -- Cabbage...and More Cabbage

CAKES

5/13 -- They Still Eat Cake (tea cakes in England)

CANNED FOODS

1/1 -- Liberated Canned Goods (peaches and apples)
3/25 -- Canned Fish Forecast

CANNING (general)

6/24 -- Canning Data

CANNING EQUIPMENT

2/26 -- Home Canning Futures
5/27 -- Canning Equipment Forecast

CARROTS

4/26 -- Carrots by the Carload
5/13 -- Carrot Conversation

CEILING PRICES

4/1 -- Know Ceiling Prices

CHEESE

1/29 -- Restriction of Cheese - FDO 92
2/5 -- Slicing the Cheese
3/11 -- Cheddar Chatter

CHICKEN

6/24 -- Chicken For Winter Meals

CHILD HEALTH DAY

4/29 -- From May Poles to Round Tables (food conservation)

CHOCOLATE AND COCOA

1/22 -- Yes We Have Some Coffee and Cocoa

CLEAN PLATE CLUBS

4/15 -- Clean Plate Club Meets in Washington

COFFEE

1/22 -- Yes We Have Some Coffee and Cocoa

COMBINED FOOD BOARD

6/24 -- United Nation's Food Team

COMMUNITY FOOD PRESERVATION CENTERS

4/1 -- Proud Record (Peoria meeting report)
6/10-- Canning Center in Pueblo County

CONSERVATION

3/4 -- Cut Food Waste
4/29 -- From May Poles to Round Tables
5/6 -- College Coeds Consider Conservation
5/27 -- Conserve and Preserve

CONTAINERS

2/12 -- Save Those Hen Grenade Containers

CROP REPORT

5/13 -- May Crop Report

CROP CORPS

2/26 -- Top Dressing for Crop Corps

DRIED FOODS

1/29 -- Dried Apricots for Hospitals
2/26 -- Fruitful Outlook
6/3 -- A New Name for an Old Standby

EATING OUT

1/15 -- Eating Out Versus Eating In

EGGS

1/1 -- What Dried Eggs Mean to the British
1/15 -- Egg Notes (recipes)
2/5 -- More Eggs for Civilians
2/12 -- Tips From Our Nutritionist
2/19 -- Time and a Half Overtime for Hens
3/4 -- Eat Eggs
3/18 -- Egg Lore
4/1 -- Special Message to Women Broadcasters
4/8 -- Store Surplus Eggs at Home
4/15 -- Use Another Dozen
4/22 -- Eggcentrictics Around the World
4/29 -- Notes From Our Nutritionist
5/27 -- Held Over for Several Weeks
6/17 -- Eggs Shell the Nation (egg situation)

ENRICHED FLOUR

1/15 -- Enrichment Date Postponed

EXTENSION SERVICE

4/22 -- Golden Jubilee

FATS

1/22 -- And Pass the Ammunition
2/5 -- Fats and Oils Allocated
2/12 -- What a Difference a Year Makes
3/4 -- Fat News
3/18 -- Stop...Think...Save
4/15 -- Keep on Saving Waste Fats
4/22 -- The Lean Side of the Fat Situation
6/10 -- Double Dividend on Waste Fats

FISH

3/4 -- Fashion First in Fish
3/18 -- A Whale of a Fish Story
3/25 -- Canned Fish Forecast
3/25 -- Pearls of Small Price
5/27 -- The Tide Turns for Fish

FOOD DISTRIBUTION ORDERS

1/1 -- Looking Back at the Food Orders
1/15 -- Enrichment Date Postponed
1/29 -- Restriction of Cheese -- FDO 92
4/29 -- The Milky Way -- FDO 79 amendment

FOOD IN FOREIGN COUNTRIES

1/22 -- An American Looks at British Food
1/22 -- Food For the Pearl Harbor of the Caribbean
1/29 -- American Food to the Rescue
1/29 -- A Problem in Division
4/29 -- Africa Eats
5/6 -- Homemaking in Hula Land
5/13 -- They Still Eat Cake (tea cakes in England)
5/27 -- Thistle Soup for Dinner (Greece)
6/3 -- China Plans for Fuller Plates
6/3 -- A Jamboree (jam making in England)
6/10 -- Food Notes from French Newspapers
6/10 -- Post Invasion Task Force -- UNRRA
6/17 -- EggsShell the Nation (dried eggs in England)
6/24 -- Food For Relief Feeding Abroad

FOOD LABELS

1/29 -- All Dressed Up, Ready to go Places

FOOD PRESERVATION CENTERS

4/1 -- Proud Record (Georgia)
6/10 -- Canning Center in Pueblo County

FOOD SITUATIONS

2/19 -- Frozen But Not Static
5/20 -- Tomorrow's Food Supply
5/27 -- Let This Statement Be Your Guide
6/17 -- Sharing Our Food Basket

FRESH FRUIT AND VEGETABLE REPORTS

A report each week on fresh fruit and vegetable supplies in the Southern Region.

FROZEN FOODS

2/5 -- Frozen Foods

FROZEN FRUITS AND VEGETABLES

2/12 -- Cutting the Frozen Vegetable Block

FRUITS

2/5 -- Make Room for Meat
5/20 -- Delayed Return Engagement

FUEL TABLETS FOR THE ARMY

4/1 -- Pease Porridge Hot

GIVE-AWAYS IN ROUND-UP

3/4 -- Fashion First in Fish (Bulletin #27 "Wartime Fish Cookery")
3/11 -- A Seed in the Mind is Food on the Table (Bulletin MP 538 "Growing Vegetables in Town and City")
4/15 -- Please Pass the Potatoes (leaflet "Potatoes in Popular Ways)
5/20 -- Write for the Garden Booklet (OWI Leaflet "Growing Vegetables in Town and City")
6/17 -- Follow the Rules ("Home Canning of Fruits and Vegetables")

GRAPEFRUIT

1/8 -- Another Use for Grapefruit Juice
3/25 -- Juicy Interim

GREECE

5/27 -- Thistle Soup for Dinner

GREENS

3/11 -- Tops are Tops
5/6 -- Herbs, Our Grandmothers Called them

GROW MORE IN '44 CAMPAIGN

4/1 -- Grow More in '44

HAWAII

5/6 -- Homemaking in Hula Land

HOME CANNING

2/26 -- Home Canning Futures
3/4 -- Thank Home Canners For Reduced Vegetable Points
4/8 -- Jar and Jar Top Jargon
5/6 -- Counting Your Vegetables Before They Grow
5/13 -- Canning Notes From Our Nutritionists
6/3 -- Careful Canning
6/17 -- Follow the Rules

HOME FOOD PRESERVATION CONFERENCE

1/29 -- Report on the Home Food Preservation Conference - Chicago 3-January 13 - 15.
2/12 -- A Peek at Pekin and Peoria

HOME FRONT PLEDGE

4/1 -- Know Ceiling Prices

ICE CREAM

5/6 -- They All Scream for Ice Cream
6/3 -- Ice Cream is the Good News Again

ICE MANUFACTURE

6/24 -- Cold Storage

INDUSTRIAL FEEDING

3/25 -- Wartime Nutrition
4/1 -- Industrial Feeding Progress
4/22 -- More War Workers Will Be "Eating In"
5/6 -- Something New Under the Sun

INSTITUTE FOR EDUCATION BY RADIO

4/8 -- Institute for Education by Radio - May 5 - 8

JAMS AND JELLIES

1/15 -- For the Sweet Tooth (more jams and jellies in 1944)
6/3 -- A Jamboree (British women making jam and jelly)

LAMBS

3/18 -- Lamzy Divy (lamb supply low)

LARD

3/4 -- Fat News (lard taken off rationing list)

LEND-LEASE

4/22 -- Lend -Lease Has a Birthday Too
4/29 -- Africa Eats

LOW-POINT NO-POINT FOODS

3/18 -- Peanut Prospects
4/8 -- Low-Point No-Point Cooperation

MACARONI, SPAGHETTI AND NOODLES

4/22 -- Give Soy Macaroni a Break

MATS WITH A MESSAGE

5/20 -- Mats with a Message

MEAT

1/8 -- Repeat Performance (rationing and cooking)
1/8 -- 1944 Meat Story
1/15 -- More Pork For Your Table
2/19 -- Another Pork Bonus
2/26 -- This Little Pig Went to Dinner
2/26 -- Lamb or Mutton
3/4 -- Nothing to "Beef" About Now
3/11 -- Nothing But the Best (cookery research at Beltsville)
3/18 -- Lamzy-Divy -- We'll Eat Ham, Wouldn't You?
5/6 -- Ours is to Reason Why (the why of lifting ration points on meat)
6/17 -- Meat Makes the Grade (new meat grades)

MILK

1/15 -- Add This to Your Milk Data
2/5 -- Allocation of Condensed and Evaporated Milk
2/12 -- Dividing the Powdered Milk Supply
4/29 -- The Milky Way (amendment FDO 79)
5/27 -- Milk Takes a Bow
6/3 -- A New Name for an Old Standby (dried milk)
6/10 -- Heavier Restrictions on Cream

NUTRITION IN WARTIME

2/26 -- More With Less (eating in wartime more nutritious)
3/25 -- Wartime Nutrition

ONIONS

2/19 -- You Weep With 'Em and Weep Without 'Em
2/26 -- A Rose By Any Other Name
5/20 -- Onions Are Back

ORANGES

3/25 -- Juicy Interim

PEACHES

4/15 -- Peach Performance

PEANUTS

3/18 --Peanut Prospects
5/27 -- Passing the Peanuts

PEARLS

3/25 -- Pearls of Small Price

PENTAGON BUILDING

4/29 -- Quoting the Pentagon Chef

PORK

3/18 -- We'll Eat Ham...Wouldn't You?

POST WAR FEEDING

3/18 -- A Peek at the Post War Feeding Problem

POTATOES

1/1 -- Special Bulletin (seed potato shipping rates)
1/22 -- Spud Suggestiens
2/5 -- Another Good Bet (calories and vitamins in potatoes)
2/26 -- Plug Potatoes -- Any Variety
3/4 -- Eat More Potatoes
3/25 -- And Still More Potatoes
4/15 -- Please Pass the Potatoes
6/24 -- Eyes on the Potato

POULTRY

1/1 -- Chicken But Not Every Sunday

PRESSURE CANNERS

1/1 -- Pressure Canners No Longer Rationed
1/22 -- Getting An Early Start

PRICES

4/8 -- Keep Those Prices Down

PROCESSED FOODS

2/19 -- Another "Don't Waste It" ... Your Processed Food Expectations

RAISINS

2/3 -- Raisins for Civilians

RATIONING PROGRAM

1/1 -- Neither Too High Nor Too Low
Up and Down They Go
There'll Be Some Changes Made
1/8 -- Repeat Performance (spare stamp for pork)
Name and Address Please (on ration books)
1/29 -- The Dark Cloud -- (points for meat)
The Silver Lining (brown stamps)
2/12 -- What a Difference a Year Makes (fats and oils)
2/19 -- New Rationing 'Rithmetic (tokens)
2/19 -- Another Pork Bonus
2/26 -- Temporary Changes
2/26 -- Correction in 2/19 token story
3/4 -- Thank Home Canners for Reduced Vegetable Point Values
3/4 -- Sweet Story
3/3 -- Fat News
3/18 -- Play Fair and Square with Tokens
4/1 -- The Long View
4/1 -- Ration Rithmetic
4/8 -- Keep Those Prices Down
4/15 -- Heavier Food Rations for Heavy Industry
4/29 -- Ration Reminders
4/29 -- It's Spring Housecleaning Time for Grocers (blue points)
5/6 -- Ours to Reason Why (the why for lifting meat ration points)

RECIPES

6/3 -- Our Nutritionist Suggests (recipes using plentiful foods)

RECIPE-MENU CONTEST

2/3 -- Victory Recipe-Menu Contest

RESTAURANTS

1/15 -- Eating Out Versus Eating In

RICE

2/12 -- Rice Allocation

ROLLED OATS

4/22 -- Mairzy Doats Still a Good Tune

SAUERKRAUT

1/29 -- Making Plans for the Cabbage Crop
2/12 -- Cabbage By the Carload
2/19 -- Cabbage Stowaway

SCHOOL LUNCH PROGRAM

1/15 -- Step Right Up Folks
1/22 -- More Food For School Lunches
3/11 -- Success Story

SEEDS

1/15 -- Victory Gardens the World Around
4/15 -- Seed Wisdom
6/24 -- A Plot Against the Enemy

SOYA PRODUCTS

2/19 -- There's Gold in Them Thar Hills (soybeans)
3/11 -- Nothing But the Best (cookery experiments at Beltsville)
4/22 -- Give Soya Macaroni a Break

SPECIAL COMMODITIES BRANCH

3/11 -- Turtle Talk

SPICES

1/8 -- Another Use for Grapefruit juice
3/11 -- Spicy Conversation
5/18 -- Spicy Survey

SPINACH

5/27 -- Spinach Squibs

SUGAR

2/26 -- Spooning Out the Sugar
3/4 -- Sweet Story
3/25 -- A Sweet Story for Home Canners
5/13 -- Sugar in Battle Dress (reasons for sugar rationing--sugar story since 1942)
5/20 -- Changes in Canning Sugar

SWEET POTATOES

2/5 -- Another Good Bet (calories and vitamins in sweet potatoes)

TANGERINES

4/1 -- Long and Cool

TEA

1/8 -- Tea For You (1944 supplies)

THISTLE SOUP

5/27 -- Thistle Soup For Dinner (in Greece)

TIN SALVAGE

3/18 -- Stop...Think...Save

TOMATOES

6/3 -- See About Your Vitamin C

TRANSPORTATION

1/1 -- Special Bulletin (seed potato shipping rates)

TURTLES

3/11 -- Turtle Talk

UNRATIONED FOODS

1/29 -- Coming Up

U N N R A

6/10 -- Post Invasion Task Force -- UNRRA

VICTORY FARM VOLUNTEERS

2/26 -- Top Dressing for Crop Corps (uniforms)

VICTORY FOOD SELECTIONS

2/26 -- Victory Food Selection (cabbage)

VICTORY GARDENS

1/15 -- Victory Gardens the World Around
3/11 -- A Seed in the Mind is Food on the Table
4/22 -- Victory Gardens Need Pushing
5/13 -- Did You Keep a Garden Diary Last Year?

VITAMINS

2/5 -- Vitamin A Allocations
6/3 -- See About Your Vitamin C (tomatoes)
6/10 -- Bushes of Vitamins (buffalo berries)

WHALE

3/18 -- A Whale of a Fish Story (using whale meat)

WOMEN'S LAND ARMY

2/26 -- Top Dressing for Crop Corps
5/20 -- Women's Land Army 1944

YEAST

1/15 -- Civilian Yeast Supplies are Raised